AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: BAJMC , (Basics of Radio)
Course Code : BAJMC101, Crédits : 02, Session :2017-18 (Odd Sem.), Class : BAJMC. 1st Semester
Faculty Name : Sayantani Roy

Introduction: The objective of this course is To familiarize students with the basics of radio as a medium of communication. To develop production skills and the ability for producing radio programs. To develop professional capabilities of news reading.

A. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 101.1 : Students will be able to identify and write, record, produce and edit several formats of radio programs including news stories, and features.

BAJMC 101.2: Students will recognize the structure and history of the radio industry, and will be able to work in a professional atmosphere of radio stations.

BAJMC 101.3: Students will interpret the challenges and solutions of the radio industry.

BAJMC 101.4 : Students will outline the relationship of each personnel inside a radio station.

BAJMC101.5: Students will learn the techniques of communication used in radio.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus

	Weightage
Module I	**20%**
Understanding the medium: Invention and development; strengths and weaknesses of the medium Basics of sound recording and editing	
Module II	**20%**
Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation	
Module III	**20%**
Writing for radio: characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals; writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads, function of headlines in a news bulletin, writing headlines	
Module IV	**20%**

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Compiling a bulletin: types of bulletins: local to international editing news for different bulletins; using voice-dispatches and other elements in a bulletin: sequencing, updating news updates, news reports, newsreel etc.	
Module V	**20%**
Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.	

D. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Teaching Pedagogy: Conduct hands-on workshops where students learn the fundamentals of radio equipment operation, including microphones, mixers, and recording devices. Provide opportunities for students to practice recording and editing audio clips. Create simulated radio broadcasting environments where students take on different roles, such as announcers, DJs, or newsreaders. This allows them to experience real-time broadcasting scenarios and develop skills in live presentation and improvisation.

E. **Suggested Text/Reference Books:**

- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980

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F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding the medium	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem Exam
2	Invention and development	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem Exam
3	strengths and weaknesses of the medium	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem Exam
4	Basics of Sound Editing	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem Exam
5	Basis of Sound recording	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem Exam
6	Radio news reporting: gathering news, and news reading skills: general awareness,	Lecture	BAJMC101.2	Mid Term-1, Quiz & End Sem Exam
7	Understanding skills of a radio news reporter	Lecture	BAJMC101.2	Mid Term-1, Quiz & End Sem Exam
8	Developing sources,	Lecture	BAJMC101.2	Mid Term-1, Quiz & End Sem Exam
9	Giving voice- cast, phonos, anchoring	Lecture	BAJMC101.2	Mid Term-1, Quiz & End Sem Exam
10	presence of mind; clarity, diction, pronunciation	Lecture	BAJMC101.2	Mid Term-1, Quiz & End Sem

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				Exam
11	Writing for radio: characteristics of radio writing style	Lecture	BAJMC101.3	Mid Term-1, Quiz & End Sem Exam
12	Norms regarding the use of adjectives, adverbs, numerals	Lecture	BAJMC101.3	Mid Term-1, Quiz & End Sem Exam
13	Types of leads, the function of headlines in a news bulletin, writing headlines writing radio news:	Lecture	BAJMC101.3	Mid Term-1, Quiz & End Sem Exam
14	Rewriting news to suit brevity and clarity in radio news, editing news	Lecture	BAJMC101.3	Mid Term-1, Quiz & End Sem Exam
15	Compiling a bulletin: types of bulletins: local to international	Lecture	BAJMC101.3	Mid Term-1, Quiz & End Sem Exam
16	Editing news for different bulletins	Lecture	BAJMC101.4	Mid Term-1, Quiz & End Sem Exam
17	Using voice dispatches and other elements in a bulletin	Lecture	BAJMC101.4	Mid Term-1, Quiz & End Sem Exam
18	sequencing, updating news updates	Lecture	BAJMC101.4	Mid Term-1, Quiz & End Sem Exam
19	Understanding the concept of News reports	Lecture	BAJMC101.4	Mid Term-1, Quiz & End Sem Exam
20	Understanding the concept of Newsreel	Lecture	BAJMC101.4	Mid Term-1, Quiz & End Sem Exam
21	Radio interview: types: interview for news gathering	Lecture	BAJMC101.5	Presentation, Quiz &

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				End Sem Exam
22	vox-pop; structured interview programs, personality, informative,issue-basedd	Lecture	BAJMC101.5	Presentation, Quiz & End Sem Exam
23	Skills of an interviewer: personality, language, knowledge, curiosity, communication skill	Lecture	BAJMC101.5	Presentation, Quiz & End Sem Exam
24	Research for interviews; from planning to production.	Lecture	BAJMC101.5	Presentation, Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC 101.1	Students will be able to identify and write, record, produce and edit several formats of radio programs including news stories, and features.	**-**	**2**	**1**	**-**	**-**	**2**	**1**	**1**	**-**	**-**	**-**	**-**
BAJMC 101.2	Students will recognize the structure and history of the radio industry, and will be able to work in a	**-**	**-**	**1**	**-**	**-**	**2**	**1**	**1**	**-**	**-**	**-**	**-**

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	professional atmosphere of radio stations.												
BAJMC 101.3	Students will interpret the challenges and solutions of the radio industry.	**-**	**2**	**1**	**-**	**-**	**1**	**1**	**1**	**-**	**-**	**-**	**-**
BAJMC 101.4	Students will outline the relationship of each personnel inside a radio station.	**-**	**2**	**2**	**-**	**-**	**1**	**1**	**1**	**-**	**-**	**-**	**-**
BAJMC 101.5	Students will learn the techniques of communication used in radio.	**-**	**2**	**-**	**-**	**-**	**1**	**1**	**1**	**-**	**-**	**-**	**-**

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM –I) 2017-18						
Class: BAJMC-1st Semester						
Subject Name: Basics of Radio BAJMC 101		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
CO	Question	Questio				Marks

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Map	No.	n	
CO1	Q.1	Explain in brief different formats used for recording radio shows.	3
CO1	Q.2a	What are the essential characteristics of Radio? Discuss the strength and weaknesses of the medium.	3
	Q.2 b	How is radio as a medium different from other mediums? What advantages and disadvantages does it have when compared to Visual Mediums?	3
CO2	Q.3	What are the different types of leads that are used in Radio news?	6
CO2	Q.4	Write down a radio news bulletin.	3
CO3	Q.5a	Elaborate on different types of Radio show with example.	3
	Q.5 b	Write characteristics of radio drama. How it is different from theater?	3
CO3	Q 6	Write down a script for a radio interview that you are going to take of any political figure.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basic of Radio**Course code ***BAJMC 101*** is level 2is for the academic year 2017-18

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Amity School of Communication
Course Handout
Course: BAJMC , (Basics of Print Media)
Course Code : BAJMC102, Crédits : 02, Session :2017-18 (Odd Sem.), Class : BAJMC. 1st Semester
Faculty Name : Aditya Kumar Shukla

A. Introduction: The course aims to introduce basic concepts of news and the news process. It will also illustrate the history of the press in India and the role of pioneers during the independence struggle. In addition, it will describe the growth of the press post-independence.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC102.1 Students will be able to describe the functioning of a newspaper and the role of various departments.

BAJMC 102.2 Students will be able to identify news values and comprehend the news process.

BAJMC102.3: Students will be able **to describe** the history of press in India during the colonial era. Students will be able to discuss the developments of the press post-independence

BAJMC102.4: Identify and analyze different types of print media, including newspapers, magazines, newsletters, and brochures.

BAJMC102.5: Develop skills in writing for print media, including crafting headlines, captions, and body copy.

C. Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

D. Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

E. Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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F. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

G. Syllabus

	Weigh tage
Module I : News & Newspaper set-up	**30 %**
Basic journalism terminology; The Newspaper organization; Various departments and their role; The editorial set-up; News: Meaning, Definition, Nature; News Value; Basic elements of News; The news process: from the event to the reader (360 degrees news); Role and responsibility of journalists	
Module II: The origin of Print Media in India	**40 %**
Journalism in pre-independent India The pioneers: James Augustus Hickey; James Silk Buckingham; Serampore Baptist Missionaries; Raja Rammohan Roy; Charles Metcalfe; Amrita Bazar Patrika; Surendranath Banerjee; Sandhya, Jugantar;	

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The Statesman; The Times of India; Journalistic contribution of Mahatma Gandhi, Jawaharlal Nehru, Subhas Ch. Bose, Rabindranath Tagore; Ananda Bazar Patrika; Young Bengal Movement Adam's Press Gagging Act; Vernacular Press Act	
Module III: Post independence Developments in Press	**30 %**
The Press Commissions and their recommendations; Press Council: Role & Guidelines Emergence of newspapers, magazines and publication houses; The growth of print post 2001 Emergence and growth of Indian news agencies	

H. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Teaching Pedagogy: Start with foundational lectures covering the history, principles, and ethics of print journalism. Use multimedia resources, historical examples, and case studies to illustrate key concepts. Engage students in discussions about ethical dilemmas faced by journalists, such as conflicts of interest, privacy concerns, and the responsibility to report accurately and impartially. Use case studies and hypothetical scenarios to stimulate critical thinking and ethical decision-making.

***I.* Suggested Text/Reference Books:**

- Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers,
- Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co.
- Publications, USA.
- Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media.
- Sterling Publishing Pvt. Ltd. New Delhi

J. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic journalism	Lecture	BAJMC10	Mid Term

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	terminology		2.1	1, Quiz & End Sem Exam
2	The Newspaper organization; Various departments and their role	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
3	The editorial set-up	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
4	Working of editorial	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
5	News: Meaning, Definition, Nature	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
6	News Value; Basic elements of News	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
7	The news process: from the event to the reader (360 degrees news)	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
8	Role and responsibility of journalists	Lecture	BAJMC102.1	Mid Term-1, Quiz & End Sem Exam
9	Journalism in pre-independent India The pioneers: James Augustus Hickey;	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
10	Serampore Baptist Missionaries; Raja Rammohan Roy; Charles Metcalfe	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
11	Amrita Bazar Patrika; Surendranath Banerjee; Sandhya, Jugantar; The Statesman	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam

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12	The Times of India; Journalistic contribution of Mahatma Gandhi, Jawaharlal Nehru, Subhas Ch. Bose, Rabindranath Tagore	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
13	Ananda Bazar Patrika; Young Bengal Movement	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
14	Adam's Press Gagging Act; Vernacular Press Act	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
15	James Silk Buckingham	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
16	Contribution of Various leaders	Lecture	BAJMC102.2	Mid Term-1, Quiz & End Sem Exam
17	The Press Commissions and their recommendations	Lecture	BAJMC102.3	Mid Term-1, Quiz & End Sem Exam
18	Press Council: Role & Guidelines	Lecture	BAJMC102.3	Mid Term-1, Quiz & End Sem Exam
19	The emergence of newspapers	Lecture	BAJMC102.3	Mid Term-1, Quiz & End Sem Exam
20	Emergence magazines and publication houses	Lecture	BAJMC102.3	Mid Term-1, Quiz & End Sem Exam
21	The growth of print post 2001	Lecture	BAJMC102.3	Presentation, Quiz & End Sem Exam
22	The emergence of News	Lecture	BAJMC10	Presentati

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	Agency		2.3	on, Quiz & End Sem Exam
23	Emergence and growth of Indian news agencies	Lecture	BAJMC102.3	Presentation, Quiz & End Sem Exam
24	Functioning of News Agencies.	Lecture	BAJMC102.3	Presentation, Quiz & End Sem Exam

K. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC102.1	Students will be able to describe the functioning of a newspaper and the role of various departments.	**-**	**1**	**1**	**-**	**1**	**-**	**1**	**-**	**-**	**1**	**-**	**-**
BAJMC102.2	Students will be able to identify news values and comprehend the news process.	**-**	**2**	**-**	**-**	**1**	**-**	**1**	**-**	**-**	**1**	**-**	**-**
BAJMC102.3	Students will be able **to describe** the history of press in India during the colonial era. Students will be able to discuss the	**-**	**1**	**1**	**-**	**1**	**-**	**1**	**-**	**-**	**1**	**-**	**-**

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	developments of the press post-independence												
BAJMC102.4	Identify and analyze different types of print media, including newspapers, magazines, newsletters, and brochures.	**-**	**2**	**-**	**-**	**1**	**-**	**1**	**-**	**-**	**1**	**-**	**-**
BAJMC102.5	Develop skills in writing for print media, including crafting headlines, captions, and body copy.	**-**	**2**	**-**	**-**	**1**	**-**	**1**	**-**	**-**	**1**	**-**	**-**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM-I) 2017-18						
Class: BAJMC- 1st semester						
Subject Name: BAJMC 102: Basics of Print Media		Time:1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
CO	Question	Questio				Marks

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Map	No.	n	
CO1	Q.1	Explain in brief different divisions of newspaper and their working.	3
CO1	Q.2a	How does the editorial department operate in a newspaper?	3
	Q.2 b	What are the major qualities of a reporter?	3
CO2	Q.3	Discuss the role of newspapers before the independence era	6
CO2	Q.4	Discuss the contribution of different leaders who worked for the upliftment of press.	3
CO2	Q.5a	What do you understand about The Press Commission?. Also discuss their recommendations	3
	Q.5 b	What is the main work of the press council?	3
CO2	Q 6	Discuss the role of News Agencies. How they are linked	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basic Print Media** Course code ***BAJMC 102*** is level **2** for the academic year 2017-2018.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Fundamentals of Advertising
Course Code : BAJMC 103 Crédits : 03 Session : 2017-2018 , Class : BAJMC Semseter Ist
Faculty Name : Dhruv Sabharwal

A. Introduction: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 103 .1.Identify and define the advertising concepts
BAJMC 103 .2. Review the advertising media.
BAJMC 103 .3. Analyze the Indian advertising scenario.
BAJMC 103 .4. Distinguish between advertising and marketing.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

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[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus: Paste Syllabus of your course

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Module I Introduction to Advertising	Weightage
Concept of advertising: Definitions and Meaning; Evolution and development of advertising; Advertising process and its participants; Functions of advertising ; AIDA, DAGMAR; Overview and scope of advertising industry in India; AD Terminology	**30%**
Module II Advertising as a component of marketing	
Concept of Integrated Marketing Communication (IMC); Marketing Plan Advertising and its relationship with other tools of marketing; Introduction to STP	**25%**
Module III Classification of advertising	
Advertising Media (ATL,BTL); Classification on the basis of: Audience, Media, Advertiser and Area; Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising	**30%**
Module IV Social, Legal and ethical aspects of Advertising	
Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954; Cable Television Network Act; Patents Act, 1970; Drugs & Cosmetics Act, 1940; Emblems & Names Act, 1950; Trademarks Act, 1999; Copyright Act, 1957; Indecent Representation of Women Act, 1986; Prasar Bharti Act, 1990	**15%**

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, OxfordUniversity Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' TataMc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "*Integrated Advertisements, Promotion and Marketingcommunication*", Prentice Hall of India, New Delhi, 2003.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of advertising	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
2	Different Definitions and meaning	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
3	Evolution and development of advertising	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
4	Advertising process and its participants	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
5	Function of Advertising	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
6	AIDA and DAGMAR	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
7	Overview and Scope of advertising industry in India	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
8	Ad terminology	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
9	Concept of Integrated Marketing Communication.	Lecture	BAJMC103.1	Mid Term-1, Quiz & End Sem Exam
10	Uses of IMC in ad world	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
11	Marketing Plan Advertising	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
12	Marketing plan Advertising and its relationship with other tools of marketing	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
13	Introduction to STP	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem

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				Exam
14	How to use advertising as a tool of marketing	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
15	Case study related to Marketing	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
17	Advertising in Digital World	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
18	Case Studies	Lecture	BAJMC103.2	Mid Term-1, Quiz & End Sem Exam
19	Integrated Marketing Concept	Lecture	BAJMC103.3	Mid Term-1, Quiz & End Sem Exam
20	ATL, BTL	Lecture	BAJMC103.3	Mid Term-1, Quiz & End Sem Exam
21	Classification on the basis of: Audience,	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
22	Classification on the basis of: Advertiser	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
23	Classification on the basis of: Media	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
24	Special purpose advertising: Green advertising	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
25	Advocacy advertising, Comparative advertising	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
26	Generic advertising, Public Service advertising	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
27	Corporate Image Advertising, Covert Advertising	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam
28	Surrogate Advertising	Lecture	BAJMC103.3	Presentation, Quiz & End Sem Exam

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29	Advertising and Social Responsibility	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
30	Self Regulatory system for control on advertising in India (ASCI)	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
31	ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
32	Emblems & Names Act, 1950; Trademarks Act, 1999	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
33	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
34	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
35	Prasar Bharti Act, 1990	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam
36	Legal Ethics in advertising	Lecture	BAJMC103.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC 103 .1	Identify and define the advertising concepts	3	3	1	3	1				2		2	1

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BAJMC 103 .2	Review the advertising media.	3	2	2	2	2				2		1	1
BAJMC 103 .3	Analyze the Indian advertising scenario.	3	2	2	2	2				3		3	1
BAJMC 103 .4	Distinguish between advertising and marketing.	3	3	2	3	2				1		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2017-2018						
Class: BAJMC 1 Semester						
Subject Name: BJM 103 Fundamentals of Advertising		Time: 21.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the term Advertising, Discuss its evolution and development.	3
CO1	Q.2a	What do you understand by AIDA, DAGMAR?	3
	Q.2 b	Discuss the relation of ads with other mediums.	3
CO2	Q.3	What do you understand by IMC	6

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CO2	Q.4	Discuss the scope of advertising in India.	3
CO2	Q.5a	What do you understand by ATL and BTL?	3
	Q.5 b	What are different types of advertising	3
CO2	Q 6	Make an ad campaign for any Indian Ad.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **FUNDAMENTALS OF ADVERTISING** /Course code ***BAJMC 103*** is level **3** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course: BAJMC , Basics of Graphic Design
Course Code : BAJMC104, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BAJMC. 1st Year
Faculty Name : Anshul Jain

A. Introduction: In this course students will be introduced about the functioning of print industry. A broad knowledge of the computer based graphic design, which mainly using in print and electronic media. Students will study the designing of graphics and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

B. Course Outcomes: At the end of the course, students will be able to:

BAJMC104.1 student will be able to identify the design elements required in print media industry.

BAJMC 104.2 The student will be able to use different software's that are required to design a newspaper

BAJMC104.3: Students will be able to understand the printing structure and the layout of the newspapers as well as magazines.

BAJMC104.4: Students will acquire skills in layout design, including grid systems, page composition, and visual hierarchy

BAJMC104.5: Students will comprehend color theory principles such as color harmony, contrast, saturation, and the psychology of color

C. Program Outcomes:

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

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PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative

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pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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D. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

E. Syllabus

	Weightage
Module I – Introduction to Print Industry	**30**
The basic concept of print design and how a print industry functions.; Understanding the principles of design in order to create effective designs and develop the ability to critically evaluate designs, Identify the elements in a design and understand how they can be create a design that is visually pleasing as well as informative; Size of the publication – choice and considerations: - Grid, vertical, horizontal, modular, column widths, proportion of space given to headlines compared to length of copy, space given to advertising, relevant use of borders, tints, other layout techniques; showing how design elements combine to create(Magazine, newspaper, leaflet, poster, pamphlet etc). an overall 'look' to the publication; Typography: History:- Typeface and Masthead, Use of images and color, Positioning of articles and images on the page, Use of headlines in an appropriate font, point size	

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number of lines; Terminology of a layout, color schemes color wheel etc. EXERCISE ON: A comparative study of layouts and logos	
Module II – Softwares	**30**
Basics of Corel draw & Photoshop its functions; Difference between Vector and Raster Graphics Style sheet, house style; Students will be taught in collaborative class to explore designing methods via Softwares like Corel Draw and scratch of design like logo, typography, layout etc.	
Module III – Layouts	**40**
Poster design: strengths and limitations of poster designing, its steps and poster production; Book design: stages of book design; Periodicals: magazine and newsletters functions. Editorial planning, design planning, design approach. Newspaper makeup: using photographs, communicating with type and color	

F. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Pedagogy for Course Delivery:
The classes will be lecture demonstration methods in which they will investigate the functionality of print media within contemporary art and culture..

***G.* Suggested Text/Reference Books:**

- BPB Publication Adobe Page Maker 7.0 Classroom in a book;
- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The basic concept of print design and how a print industry functions	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding the principles of design in order to create effective designs	Lecture	BAJMC104.1	Mid Term-1, Quiz &

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	and develop the ability to critically evaluate designs			End Sem Exam
3	Identify the elements in a design and understand how they can be create a design that is visually pleasing as well as informative	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
4	Size of the publication – choice and considerations: - Grid, vertical, horizontal, modular, column widths, proportion of space given to headlines compared to length of copy	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
5	space given to advertising, relevant use of borders, tints, other layout techniques;	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
6	overall 'look' to the publication; Typography:	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
7	Use of images and color, Positioning of articles and images on the page Use of headlines in an appropriate font, point size, number of lines; Terminology of a layout	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
8	color schemes color wheel etc	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
9	A comparative study of layouts and logos	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
10	History:- Typeface and Masthead	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
11	showing how design elements combine to create(Magazine, newspaper, leaflet, poster,	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem

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	pamphlet etc).			Exam
12	Print and newspaper analysis with respect to design	Lecture	BAJMC104.1	Mid Term-1, Quiz & End Sem Exam
13	Basics of Corel Draw	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Photoshop	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
15	Understanding the functions of Corel draw and Photoshop	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
16	Understanding the vector Graphics	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
17	Understanding the Raster Graphics	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
18	Style Sheet, House style	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
19	Using Corel to create news paper	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
20	Using Photoshop to create Logos	Lecture	BAJMC104.2	Mid Term-1, Quiz & End Sem Exam
21	Understanding different tools of Corel Draw	Lecture	BAJMC104.2	Presentation, Quiz & End Sem Exam
22	Understanding different tools of Photoshop	Lecture	BAJMC104.2	Presentation, Quiz &

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				End Sem Exam
23	Designing a magazine using corel draw	Lecture	BAJMC104.2	Presentation, Quiz & End Sem Exam
24	Designing a magazine cover using Photoshop	Lecture	BAJMC104.2	Presentation, Quiz & End Sem Exam
25	Understanding Poster Designs	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
26	Strength and Limitations of Poster	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
27	How to Produce a poster	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
28	Book design basics	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
29	Stages of Book design	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
30	Periodicals: magazine and newsletters functions	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
31	Editorial planning, design planning	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
32	design approach	Lecture	BAJMC104.3	Presentation, Quiz & End Sem Exam
33	Newspaper makeup: using	Lecture	BAJMC10	Presentati

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	photographs		4.3	on, Quiz & End Sem Exam
34	Magzine Make up using Photoshop	Lecture	BAJMC10 4.3	Presentation, Quiz & End Sem Exam
35	Book make up using Photoshop	Lecture	BAJMC10 4.3	Presentation, Quiz & End Sem Exam
36	communicating with type and color	Lecture	BAJMC10 4.3	Presentation, Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC10 4.1	student will be able to identify the design elements required in print media industry	**-**	**1**	**-**	**1**	**-**	**3**	**2**	**1**	**-**	**-**	**-**	**-**
BAJMC10 4.2	2 The student will be able to use different software's that are required to design a newspaper	**-**	**2**	**-**	**-**	**-**	**2**	**1**	**1**	**-**	**-**	**-**	**-**

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BAJMC104.3	Students will be able to understand the printing structure and the layout of the newspapers as well as magazines.	-	1	-	1	-	3	2	1	-	-	-	-
BAJMC104.4	Students will acquire skills in layout design, including grid systems, page composition, and visual hierarchy	-	2	-	-	-	2	1	1	-	-	-	-
BAJMC104.5	Students will comprehend color theory principles such as color harmony, contrast, saturation, and the psychology of color	-	1	-	1	-	3	2	1	-	-	-	-

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2017-18						
Class: BAJMC I Semester						
Subject Name: BAJMC 104 Basics of Graphic Design		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of a print industry.	3
CO1	Q.2a	Discuss the basic principles of design.	3
	Q.2 b	What do you understand by Typography?	3
CO2	Q.3	Discuss the basic functions of Adobe Photoshop.	6
CO2	Q.4	Discuss the basic function of Corel draw.	3
CO2	Q.5a	What do you understand by raster and vector graphics?	3
	Q.5 b	Design a logo of five government companies.	3
CO2	Q 6	What is style sheet?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basic of Graphic Design** Course code ***BAJMC 104*** is level **2** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course: BAJMC , Writing for Print
Course Code : BAJMC105, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BAJMC. 1st Year
Faculty Name : Mr. Nihaz Anwar

Introduction: The course aims to introduce basic concepts of print

A. Journalism including news structuring, writing and news gathering. In addition, basics of editing will be discussed.

B. Course Outcomes: At the end of the course, students will be able to:

BAJMC105.1: Students will be able to organize a news story according to the hard news structure.

BAJMC 105.2: Students will be able to write different leads, body and ending. They will be able to demonstrate interviewing and news gathering skills.

BAJMC105.3: Students will be able to display editing skills including proof reading and headline writings.

BAJMC105.4: Students will acquire skills in editing and proofreading print media content to ensure grammatical accuracy, consistency, and adherence to editorial style guidelines.

BAJMC105.5: Students will learn to develop engaging and relevant content for print media, including articles, features, headlines, captions, and advertisements, catering to target audiences and publication objectives.

C. Program Outcomes:

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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D. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

E. Syllabus

	Weightage
Module I : News Writing	**40 %**
Hard and Soft News; Organising the news structure: 5 Ws & I H, Inverted Pyramid Writing a lead; Deciding the news angle (Understanding the audience) Crafting the body; Writing the ending	
Module II: News Gathering	**30 %**
Beat Reporting; News formats: Interpretative, Investigative; Sources of Information Interviewing: Process & Skills; Research for Interviews; Changing practices- speed, circulation and viral networking	
Module III: Basics of Editing	
Role of sub-editors; Equation between reporters and sub-editors; Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Headline writing	**30 %**

F. Examination Scheme:

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Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises.

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

- BPB Publication Adobe Page Maker 7.0 Classroom in a book;
- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Hard News and Soft News	Lecture	BAJMC105.1	Mid Term-1, Quiz & End Sem Exam
2	Organizing the News structure	Lecture	AJMC105.1	Mid Term-1, Quiz & End Sem Exam
3	5W's and 1H	Lecture	AJMC105.1	Mid Term-1, Quiz & End Sem Exam
4	Inverted Pyramid	Lecture	BAJMC105.1	Mid Term-1, Quiz & End Sem Exam
5	Writing a Lead	Lecture	BAJMC105.1	Mid Term-1, Quiz & End Sem Exam
6	Deciding the NewsAngle	Lecture	BAJMC105.1	Mid Term-1, Quiz & End Sem Exam
7	Understanding the audience	Lecture	BAJMC105.1	Mid Term-1, Quiz & End Sem Exam
8	Crafting the body: Writing	Lecture	BAJMC10	Mid Term-1,

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	the ending		5.1	Quiz & End Sem Exam
9	Basic Journalism Terminology	Lecture	BAJMC10 5.1	Mid Term-1, Quiz & End Sem Exam
10	Understanding News Paper Organizations	Lecture	BAJMC10 5.1	Mid Term-1, Quiz & End Sem Exam
11	Different type of Audience	Lecture	BAJMC10 5.1	Mid Term-1, Quiz & End Sem Exam
12	Different Headlines	Lecture	BAJMC10 5.1	Mid Term-1, Quiz & End Sem Exam
13	Crony journalism	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
14	Yellow Journalism	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
15	Role and responsibility of a journalists	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
16	Beat reporting Basics	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
17	Different News Formats	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
18	Investigative reporting	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
19	Source if Information	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
20	Interviewing: Process and Skills	Lecture	BAJMC10 5.2	Mid Term-1, Quiz & End Sem Exam
21	Research For Interview	Lecture	BAJMC10 5.2	Presentation, Quiz & End Sem Exam
22	Science and	Lecture	BAJMC10	Presentation,

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	Environmental Beats		5.2	Quiz & End Sem Exam
23	Changing Practices- Speed, circulation and networking	Lecture	BAJMC10 5.2	Presentation, Quiz & End Sem Exam
24	Scripting for Interviews	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
25	Role of Editor	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
26	Roles of Sub editor	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
27	Equation between reporter and sub-editors	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
28	Basics of Editing	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
29	Meaning, Purposes and Symbols	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
30	Lead, Body and Paraphrasing	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
31	Grammar and Punctuations	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
32	Proof reading	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
33	Headline Writing	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
34	Copy Editor	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
35	Different department responsibilities	Lecture	BAJMC10 5.3	Presentation, Quiz & End Sem Exam
36	Master editor	Lecture	BAJMC10	Presentation,

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			5.3	Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC105.1	Students will be able to organize a news story according to the hard news structure	**1**	**1**	**-**	**1**	**1**	**-**	**-**	**1**	**1**	**-**	**-**	**1**
BAJMC105.2	Students will be able to write different leads, body and ending. They will be able to demonstrate interviewing and news gathering skills.	**1**	**1**	**-**	**1**	**1**	**-**	**-**	**1**	**1**	**-**	**-**	**1**
BAJMC105.3	Students will be able to display editing skills including proof reading and headline writings.	**1**	**-**	**-**	**2**	**1**	**-**	**-**	**-**	**1**	**-**	**-**	**1**
BAJMC105.4	Students will acquire skills in editing and proofreading print media content to	**1**	**1**	**-**	**1**	**1**	**-**	**-**	**1**	**1**	**-**	**-**	**1**

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	ensure grammatical accuracy, consistency, and adherence to editorial style guidelines												
BAJMC105.5	Students will learn to develop engaging and relevant content for print media, including articles, features, headlines, captions, and advertisements, catering to target audiences and publication objectives.	**1**	**-**	**-**	**2**	**1**	**-**	**-**	**-**	**1**	**-**	**-**	**1**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2017-18						
Class: BAJMC I Semester						
Subject Name: BAJMC 105Writing for Print		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of a print industry.	3
CO1	Q.2a	How does writing for print media differ from writing for digital platforms, and what are the key considerations writers need to keep in mind for each medium?	3
	Q.2 b	What do you understand by Typography?	3
CO2	Q.3	How can writers effectively structure and organize print articles to enhance readability and engagement, considering factors such as inverted pyramid style, story flow, and paragraph structure?	6
CO2	Q.4	Discuss the importance of fact-checking and accuracy in print media writing, and how writers can verify information to maintain credibility and trustworthiness.	3
CO2	Q.5a	How does writing for print media differ from writing for digital platforms, and what are the key considerations writers need to keep in mind for each medium?	3
	Q.5 b	Design a logo of five government companies.	3
CO2	Q 6	What is style sheet?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Writing for Print** Course code ***BAJMC 105*** is level **3** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course: BAJMC , State and Politics
Course Code : BAJMC106, Crédits : 03, Session: 2017-18 (Odd Sem.), Class : BAJMC. 1st Year
Faculty Name : Mr. Ashish Sharma

A. Introduction: This course is meant to examine the dynamic interplay between state institutions and political processes, fostering an understanding of political systems, power structures, and the impact of governance on society and individual rights.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC106.1: Students will be able to identify forms of government, coalitions and alliances

BAJMC 106.2: Students will be able to analyze political issues in the overall context of the Indian Constitution.

BAJMC106.3: Understanding the functioning of different assembly and to understand how their working effect normal people.

BAJMC106.4: Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.

BAJMC 106.5: Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and thejudiciary.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Indian Constitution	**Weightage**
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State	**25%**
Module II: Power and functioning of Democratic Institutions	**25%**
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	**25%**
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	**25%**
Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	

E. Examination Scheme

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Noorani A.G.,.*Constitutional Questions in india The President,Parliament and the States.2002*.Delhi.Oxford University Press
- Basu Durga Das.2009.*Introduction to the Constitution of India*.2011.LexisNexis
- Dhar, P.N. 2001.*Indira Gandhi, The Emergency And Indian Democracy*.USA.Oxford University Press

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- Laxmikanth M.2009.*Indian Polity.* Tata Mcgraw Hill Education Private Limited
- Mehra Ajay and D.D. Khanna.2003.*Political Parties and Party Systems*.Sage India

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic understanding of the Indian political system.	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
2	Political parties and groups in power at the centre and states Coalition politics	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
3	Major alliances –UPA, NDA, Left, Third Front Multiparty and two-party systems	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
4	Parliamentary versus presidential form of government, federal and unitary government	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
5	Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions,	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
6	political extremism like Maoism and Naxalism	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
7	Political defections-anti-defection laws	Lecture	BAJMC106.1	Mid Term-1, Quiz & End Sem Exam
8	Making of Indian Constitution, philosophy, unity in diversity	Lecture	BAJMC106.2	Mid Term-1, Quiz & End Sem Exam
9	Main features of Constitution, secularism, socialist, democratic, republican	Lecture	BAJMC106.2	Mid Term-1, Quiz & End Sem Exam
10	Main features of preamble, directive principles,	Lecture	BAJMC106.2	Mid Term-1, Quiz & End Sem Exam

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11	Key Constitutional terminologies like Bill	Lecture	BAJMC10 6.2	Mid Term-1, Quiz & End Sem Exam
12	Ordinance etc Key amendments of the Constitution	Lecture	BAJMC10 6.2	Mid Term-1, Quiz & End Sem Exam
13	fundamental rights, citizenship	Lecture	BAJMC10 6.2	Mid Term-1, Quiz & End Sem Exam
14	Fundamental Duties	Lecture	BAJMC10 6.2	Mid Term-1, Quiz & End Sem Exam
15	Lok Sabha and Rajya Sabha- election of members, powers	Lecture	BAJMC10 6.3	Mid Term-1, Quiz & End Sem Exam
16	legislative functions and differences State legislative assemblies	Lecture	BAJMC10 6.3	Mid Term-1, Quiz & End Sem Exam
17	legislative councils; Election Commission, powers and structure	Lecture	BAJMC10 6.3	Mid Term-1, Quiz & End Sem Exam
18	model code of conduct, election process	Lecture	BAJMC10 6.3	Mid Term-1, Quiz & End Sem Exam
19	General elections, midterm election	Lecture	BAJMC10 6.3	Mid Term-1, Quiz & End Sem Exam
20	Constitutional Reforms	Lecture	BAJMC10 6.3	Mid Term-1, Quiz & End Sem Exam
21	Understanding the constituencies	Lecture	BAJMC10 6.3	Presentation, Quiz & End Sem Exam
22	President, election, powers, advice of council of ministers binding (figurehead)	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem Exam
23	circumstances in which President actually uses his powers	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem Exam
24	Prime minister and council of ministers, their appointment after elections, powers of the prime minister	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem Exam
25	collective responsibility of the council of ministers	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem

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				Exam
26	Governor-powers, functions, responsibilities, relations with Central govt.	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem Exam
27	State Governments, chief ministers and state council of minister	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem Exam
28	Centre-state relations	Lecture	BAJMC10 6.4	Presentation, Quiz & End Sem Exam
29	Supreme Court, appointment of Chief Justice of India,	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
30	Understanding the functioning of High Courts	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
31	Session Courts and tribunal court	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
32	Different duties of Judiciaries	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
33	Judicial review	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
34	Public Interest Litigation;	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
35	Writ petitions, High Courts; Judicial Activism	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam
36	Role of Judiciary in Media exposure	Lecture	BAJMC10 6.5	Presentation, Quiz & End Sem Exam

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H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC 106.1	Students will be able to identify forms of government, coalitions and alliances	3	3	1	3	1				2		2	1
BAJMC 106.2	Students will be able to analyze political issues in the overall context of the Indian Constitution.	3	2	2	2	2				2		1	1
BAJMC 106.3	Understanding the functioning of different assembly and to understand how their working effect normal people.	3	2	2	2	2				3		3	1
BAJMC 106.4	Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.	3	3	2	3	2				1		2	1

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BAJMC 106.5	Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and the judiciary.	2	2	1	2	3				2		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2017-2018						
Class: BAJMC I Semester						
Subject Name: BAJMC 106 State and Politics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of government ministries.	3
CO1	Q.2a	Discuss the process of electing a prime minister in India?	3
	Q.2 b	What are your thoughts on coalition government?	3
CO2	Q.3	Discuss the importance of constitution in running a democracy.	6
CO2	Q.4	What is the difference between fundamental duties and fundamental rights?	3

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CO2	Q.5a	Shed some light on the rights given to journalist by our constitution	3
	Q.5 b	Discuss any 5 articles from our constitution	3
CO2	Q 6	Discuss the power of president in our country.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **STATE AND POLITICS** /Course code ***BAJMC 106*** is level **2** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course: BAJMC , News Analysis
Course Code : BAJMC107, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BAJMC. 1st Semster
Faculty Name : Ms. Sayantani Roy

Introduction: The course aims to introduce basic concepts of print

The students are the freshers in the field of journalism and mass communication, therefore, they are to be introduced to the news industry from a journalistic perspective through this course of News Analysis. The modules in the course will comprehensively cover all current newsmakers and events in the national and international arenas. Also national and international organization's in-depth analysis will be done so that the students will understand its significance. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda. The students will also get a chance to discuss and debate on contemporary issues.

A. Course Outcomes: At the end of the course, students will be able to:

BAJMC107.1 To describe the process of news analysis

BAJMC 107.2: To identify and analyze print and broadcast media news. Understanding the National and international news. Focussing on different government bodies and understanding their working

BAJMC107.3: Students will be able to display editing skills including proof reading and headline writings.

BAJMC107.4: To categorize, compare and contrast social, political and economic issues in the overall context of the global scenario.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

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PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative

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pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus

	Weightage
Module I Overview	**10%**
Understanding News/News Values; Basics of News, objectivity (bias) and subjectivity; News Sources; Credibility	
Module II National and International	**35**
Daily national and international news (newspapers, radio & TV); Background of important news; Thumbnail sketches of chief personalities figuring in current news reports; Relevance of these reports to India and the world community or why they are considered to be important Media Bodies –Press Commissions, PCI, BRAI, BCCC, NBA, Editor's Guild, ABC, Government News Monitoring Cells, etc.	

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Module III Analysis of News and Current Affairs	**35 %**
Analyzing daily Current News; Comparing News treatment in various newspapers and news channels Classroom debates/group discussions on Newspaper/TV/Radio	
Module IV Topical Issues for discussion	**20 %**
Guest lectures on current and topical issues by leading practicing journalists. Profile of the Indian economy and comparison with few other top economies of the world Economic organizations and institutions like World Bank; The European Union and its expansion; The Asian Development Bank; World Economic Forum United Nations and its various bodies International Groupings- Like G8, Non Aligned movement, Commonwealth National organizations- Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC) , CAG	

Pedagogy for Course Delivery:

The class will be taught by giving references of daily news which comes both in the print and broadcast media. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings.

The students will get a deep insight for news analysis. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Their inclination towards research and analysis in the contemporary issues will get a boost. Various nuances of the news analysis will be acquainted to the students so that it will help them understand the intricacies of the media industry in general and news industry in particular

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

***D.* Suggested Text/Reference Books:**

E. Lorimer Rowland. Mass Communication
F. DeFleur Melvin. Understanding Mass Communication
G. Singhal Arvind & Rogers Everett. India's Communication Revolution
H. Klapper Joseph. Mass Communication Effects

I. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding News	Lecture	BAJMC107.1	Mid Term-1, Quiz & End Sem Exam
2	Defining News Value	Lecture	BAJMC107.1	Mid Term-1, Quiz & End Sem

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				Exam
3	Basics of News, Objectivity	Lecture	BAJMC107.1	Mid Term-1, Quiz & End Sem Exam
4	News Source	Lecture	BAJMC107.1	Mid Term-1, Quiz & End Sem Exam
5	Credibility	Lecture	BAJMC107.1	Mid Term-1, Quiz & End Sem Exam
6	Daily national and international news	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
7	Background of important news	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
8	Thumbnail sketches of chief personalities figuring in current news reports	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
9	Relevance of these reports to India and the world community or why they are considered to be important	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
10	Media Bodies –Press Commissions	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
11	PCI, BRAI	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
12	BCCC, NBA	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
13	Editor's Guild, ABC	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
14	Government News Monitoring Cells	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
15	Different Government Bodies	Lecture	BAJMC107.2	Mid Term-1, Quiz & End Sem Exam
16	Analyzing daily Current News	Lecture	BAJMC107.3	Mid Term-1, Quiz & End Sem

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				Exam
17	Current Affairs	Lecture	BAJMC10 7.3	Mid Term-1, Quiz & End Sem Exam
18	Current Affairs	Lecture	BAJMC10 7.3	Mid Term-1, Quiz & End Sem Exam
19	Current Affairs	Lecture	BAJMC10 7.3	Mid Term-1, Quiz & End Sem Exam
20	Current Affairs	Lecture	BAJMC10 7.3	Mid Term-1, Quiz & End Sem Exam
21	Comparing News treatment in various newspapers	Lecture	BAJMC10 7.3	Presentation, Quiz & End Sem Exam
22	Comparing News treatment in various news Channel	Lecture	BAJMC10 7.3	Presentation, Quiz & End Sem Exam
23	Classroom Debates	Lecture	BAJMC10 7.3	Presentation, Quiz & End Sem Exam
24	Classroom Debates	Lecture	BAJMC10 7.3	Presentation, Quiz & End Sem Exam
25	Classroom Debates	Lecture	BAJMC10 7.3	Presentation, Quiz & End Sem Exam
26	Guest lectures on current and topical issues by leading practicing journalists	Lecture	BAJMC10 7.4	Presentation, Quiz & End Sem Exam
27	Profile of the Indian economy and comparison with few other top economies of the world	Lecture	BAJMC10 7.4	Presentation, Quiz & End Sem Exam
28	Economic organizations and institutions like World Bank	Lecture	BAJMC10 7.4	Presentation, Quiz & End Sem Exam
29	The European Union and its expansion	Lecture	BAJMC10 7.4	Presentation, Quiz & End Sem

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				Exam
30	The European Union and its expansion; The Asian Development Bank; World Economic Forum	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam
31	United Nations and its various bodies International Groupings- Like G8, Non Aligned movement	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam
32	Commonwealth National organizations- Central Bureau of Investigation (CBI),	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam
33	Election Commission (EC),	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam
34	Central Vigilance Commission (CVC), ,	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam
35	National Human Rights Commission (NHRC)	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam
36	CAG	Lecture	BAJMC107.4	Presentation, Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

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BAJMC 107.1	To describe the process of news analysis	**1**	**-**	**-**	**-**	**2**	**3**	**2**	**-**	**-**	**2**	**-**	**-**
BAJMC 107.2	To identify and analyze print and broadcast media news. Understanding the National and international news. Focussing on different government bodies and understanding their working	**1**	**-**	**2**	**-**	**1**	**2**	**3**	**-**	**-**	**2**	**-**	
BAJMC 107.3	Students will be able to display editing skills including proof reading and headline writings.	**1**	**-**	**2**	**-**	**1**	**2**	**2**	**-**	**-**	**2**	**-**	**-**
BAJMC 107.4	To categorize, compare and contrast social, political and economic issues in the overall context of the global scenario.	**1**	**-**	**2**	**-**	**1**	**2**	**2**	**-**	**-**	**3**	**-**	**-**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2017-18						
Class: BAJMC I Semester						
Subject Name: BAJMC 107 News Analysis		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you understand by News value and News Peg?	3
CO1	Q.2a	Why objectivity is important while reporting a news?	3
	Q.2 b	How can a news reporter earn credibility?	3
CO2	Q.3	Name five international news channels and their lead anchors.	6
CO2	Q.4	What is the main work PCI?	3
CO2	Q.5a	Shed some light on the Editors' Guild	3
	Q.5 b	What is Government monitoring cell?	3
CO2	Q 6	What do understand by BRAI?	6

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **News Analysis** Course code ***BAJMC 107*** is level **2** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course: BAJMC **Introduction to Mass Communication**
Course Code : BAJMC108, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BAJMC. 1st Semester
Faculty Name : Ms. Sayantani Roy

Introduction: The course aims to introduce basic concepts of Mass Communication

The course aims at instructing students about mass communication and, its elements, types, processes etc. It becomes a pre-requisite to get into a communication course and in order to gain a better understanding on communication elements.

A. Course Outcomes: At the end of the course, students will be able to:

BAJMC108.1 The students will be able to understand different types of communication that takes place in our normal life with importance of Verbal and Non-Verbal Communication.

BAJMC 108.2: To identify and analyze print and broadcast media news. Understanding the major fields of communication such as advertising and other mediums of mass communication.

BAJMC108.3: Students will be able to understand the barriers to communication and also the future scope of communication.

BAJMC108.4: Develop effective communication skills, including writing, speaking, and digital literacy, necessary for engaging with and producing media content in various contexts.

BAJMC108.5: Develop critical thinking skills to evaluate media messages, representations, and narratives, considering issues of bias, stereotyping, and misinformation.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus

Modules	Weightage
Module I	**50%**
Introduction to Communication and Mass Communication Communication: Concept, Definition, Elements; Types of Communication: Intra-Inter-Group- Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication.	
Module II	**25%**
Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	

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Module III	
Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication	**25%**

C. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

***D*. Suggested Text/Reference Books:**

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission

E. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Communication: Concept, Definition	Lecture	BAJMC108.1	Mid Term-1, Quiz & End Sem Exam
2	Elements; Types of Communication	Lecture	BAJMC108.1	Mid Term-1, Quiz & End Sem Exam
3	Intra-Inter-Group- Mass Communication	Lecture	BAJMC108.1	Mid Term-1, Quiz & End Sem Exam
4	Verbal Communication & Non Verbal Communication	Lecture	BAJMC108.1	Mid Term-1, Quiz & End Sem Exam
5	Characteristics and functions of mass communication	Lecture	BAJMC108.1	Mid Term-1, Quiz & End Sem Exam
6	Characteristics and functions of mass communication	Lecture	BAJMC108.1	Mid Term-1, Quiz & End Sem Exam

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7	Characteristics and functions of mass communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
8	Group Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
9	Different Stakeholders in communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
10	Upward Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
11	Downward Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
12	Importance of Non-Verbal Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
13	Importance of Visual Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
14	Challenges in Mass Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
15	Functions of Mass Communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
16	Concept of communication	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
17	Case Study	Lecture	BAJMC10 8.1	Mid Term-1, Quiz & End Sem Exam
18	Case study	Lecture	BAJMC10 8.2	Mid Term-1, Quiz & End Sem Exam
19	Means of Mass Communication	Lecture	BAJMC10 8.2	Mid Term-1, Quiz & End Sem Exam
20	Different channels of Communication	Lecture	BAJMC10 8.2	Mid Term-1, Quiz & End Sem Exam

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21	Understanding Communication through Press, Radio, Television	Lecture	BAJMC10 8.2	Presentation, Quiz & End Sem Exam
22	Understanding communication through Film, Internet	Lecture	BAJMC10 8.2	Presentation, Quiz & End Sem Exam
23	Introduction to the major fields/forms of mass communication with emphasis on advertising	Lecture	BAJMC10 8.2	Presentation, Quiz & End Sem Exam
24	Communication in advertising	Lecture	BAJMC10 8.2	Presentation, Quiz & End Sem Exam
25	Challenges of different medium	Lecture	BAJMC10 8.2	Presentation, Quiz & End Sem Exam
26	Comparing the new media with old media	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
27	Process and elements of communications	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
28	Levels of communication	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
29	Barriers to effective communication	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
30	Future of communication studies	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
31	Forms and Functions of communication	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
32	Different challenges in communication	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
33	Limitations of different mediums	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
34	Case study	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam

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35	Case study	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam
36	Case study	Lecture	BAJMC10 8.3	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC108.1	To describe the process of news analysis	**2**	**-**	**1**	**-**	**2**	**3**	**-**	**-**	**-**	**-**	**-**	**-**
BAJMC10 8.2	To identify and analyze print and broadcast media news. Understanding the major fields of communication such as advertising and other mediums of mass communication.	**2**	**-**	**1**	**-**	**2**	**3**	**1**	**-**	**-**	**-**	**-**	**-**
BAJMC10 8.3	Students will be able to understand the barriers to communication and also the future scope of communication.	**1**	**-**	**1**	**-**	**1**	**2**	**1**	**-**	**-**	**-**	**-**	**-**

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BAJMC108.4	Develop effective communication skills, including writing, speaking, and digital literacy, necessary for engaging with and producing media content in various contexts.											-	-
BAJMC108.5	Develop critical thinking skills to evaluate media messages, representations, and narratives, considering issues of bias, stereotyping, and misinformation.											-	-

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2017-18						
Class: BAJMC I Semester						
Subject Name: BAJMC 108 Introduction to Mass Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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CO Map	Question No.	Question	Marks
CO1	Q.1	What do you understand by Mass communication?	3
CO1	Q.2a	How verbal communication is different non verbal communication?	3
	Q.2 b	Discuss different characteristics of Mass communication.	3
CO2	Q.3	What are the different mediums used for mass communication?	6
CO2	Q.4	What is the importance of television over other mediums?	3
CO2	Q.5a	What is the importance of Mass communication with respect to present political scenario.	3
	Q.5 b	How mass communication is used as a tool for advertising?	3
CO2	Q 6	Which medium is best suited for political messages? Support your answer with an example.	6

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Mass Communication** Course code ***BAJMC 108*** is level **2** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course: BAJMC , (**Understanding of Mass Communication**)
Course Code : BAJMC 201, Crédits : 03, Session :2017-18 (Even Sem.), Class : BAJMC. 1st Year
Faculty Name : Aditya Kumar Shukla

Introduction: The objective of this course is to familiarize the prospective journalists and mass media professionals to various basic concepts of mass communication. They should be able to understand the various important nuances of mass communication

A. **Course Outcomes:** At the end of the course, students will be able to:

- BAJMC201.1: This paper will introduce students to key concepts in communication and Mass Communication.
- BAJM201.2: It will help them to enhance media literacy and to gain understanding of mass communication and its processes.
- BAJMC201.3: Students will learn the process, elements, levels, models and major theories of communication and mass communication.
- BAJMC201.4: It will also help them to learn about the norms, practices within mass media fields, and become aware of the

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/ Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus

Modules	Weigh
Module I: Models and Theories	**50%**
Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon-Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification; Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario; Application of communication models, examples and case studies.	
Module II: Traditional Media	**25%**
Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health	
Module II: New Trends in Mass Communication	

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Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology and finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, Freedom, Regulation, and Ethics, New Media Technology: Concept & Scope	**25%**

D. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Teaching Pedagogy: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

E. **Suggested Text/Reference Books:**

- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
- Mass Communication in Indian by Kewal J Kumar
- Mass Communication Theoreis by McQuil

F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Communication models: Definition; Scope and Purpose of Models;	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem Exam
2	Communication models: Definition; Scope and Purpose of Models;	Lecture	BAJMC101.1	Mid Term-1, Quiz & End Sem

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				Exam
3	Communication models; Shannon - Weaver's Mathematical model	Lecture	BAJMC10 1.1	Mid Term-1, Quiz & End Sem Exam
4	Communication models; Shannon - Weaver's Mathematical model	Lecture	BAJMC10 1.1	Mid Term-1, Quiz & End Sem Exam
5	Wilbur Schramm's model; David Berlo's model	Lecture	BAJMC10 1.1	Mid Term-1, Quiz & End Sem Exam
6	Wilbur Schramm's model; David Berlo's model	Lecture	BAJMC10 1.2	Mid Term-1, Quiz & End Sem Exam
7	Newcomb's model; Aristotle's classical model;	Lecture	BAJMC10 1.2	Mid Term-1, Quiz & End Sem Exam
8	Newcomb's model; Aristotle's classical model;	Lecture	BAJMC10 1.2	Mid Term-1, Quiz & End Sem Exam
9	Laswell's model; Westley McLean's model	Lecture	BAJMC10 1.2	Mid Term-1, Quiz & End Sem Exam
10	George Gerbner's model; Media Dependency model	Lecture	BAJMC10 1.2	Mid Term-1, Quiz & End Sem Exam
11	McCombs and Shaw's Agenda Setting model; Uses & Gratification;	Lecture	BAJMC10 1.3	Mid Term-1, Quiz & End Sem Exam
12	Communication Theories; Cognitive Dissonance, Normative Theories,	Lecture	BAJMC10 1.3	Mid Term-1, Quiz & End Sem Exam
13	Perception and Retention, Uses and Gratification Approach	Lecture	BAJMC10 1.3	Mid Term-1, Quiz & End Sem Exam
14	Uses and Gratification Approach	Lecture	BAJMC10 1.3	Mid Term-1, Quiz & End Sem Exam
15	Cultivation Approach, Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario	Lecture	BAJMC10 1.3	Mid Term-1, Quiz & End Sem Exam
16	Cultivation Approach,	Lecture	BAJMC10	Mid Term-1,

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	Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario;		1.4	Quiz & End Sem Exam
17	Introduction to traditional media;	Lecture	BAJMC10 1.4	Mid Term-1, Quiz & End Sem Exam
18	Oral Tradition of story-telling since early civilization	Lecture	BAJMC10 1.4	Mid Term-1, Quiz & End Sem Exam
19	Influence on contemporary forms of mass communication Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs;	Lecture	BAJMC10 1.4	Mid Term-1, Quiz & End Sem Exam
20	Influence on contemporary forms of mass communication Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs;	Lecture	BAJMC10 1.4	Mid Term-1, Quiz & End Sem Exam
21	Case studies of each form; Strengths and limitations;	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
22	Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
23	Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
24	Current and Future Trends in Mass Communication	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
25	Case studies of each form; Strengths and limitations;	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
26	Introduction to traditional media;	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
27	Uses and Gratification Approach	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
28	Communication Theories;	Lecture	BAJMC10	Presentation,

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	Cognitive Dissonance, Normative Theories,		1.5	Quiz & End Sem Exam
29	Perception and Retention, Uses and Gratification Approach	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
30	Scope and nature of Mass Media: Role of technology **25%** and finance,	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
31	Scope and nature of Mass Media: Role of technology **25%** and finance,	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
32	Globalization and Mass Media,	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
33	Globalization and Mass Media,	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
34	Freedom, Regulation, and Ethics	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
35	Convergence and the Reshaping of Mass Communication	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam
36	New Media Technology: Concept & Scope	Lecture	BAJMC10 1.5	Presentation, Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BAJMC 101.1	This paper will introduce students to key concepts in communication and Mass Communication.	**-**	**2**	**1**	**-**	**-**	**2**	**1**	**1**	**-**	**-**	**-**	**-**

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BAJMC 101.2	It will help them to enhance media literacy and to gain understanding of mass communication and its processes.	**-**	**-**	**1**	**-**	**-**	**2**	**1**	**1**	**-**	**-**	**-**	**-**
BAJMC 101.3	Students will learn the process, elements, levels, models and major theories of communication and mass communication.	**-**	**2**	**1**	**-**	**-**	**1**	**1**	**1**	**-**	**-**	**-**	**-**
BAJMC 101.4	It will also help them to learn about the norms, practices within mass media fields, and become aware of the.	**-**	**2**	**2**	**-**	**-**	**1**	**1**	**1**	**-**	**-**	**-**	**-**

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM –I) 2017-18						
Class: BAJMC-1st Semester						
Subject Name: Understanding Mass Communication BAJMC 201		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the scope and purpose of communication models?	3
CO1	Q.2a	What are the essential characteristics of Radio? Discuss the strength and weaknesses of the medium.	3
	Q.2 b	What are different types of sampling?	3
CO2	Q.3	What is the nature and scope of media in today's scenario?	6
CO2	Q.4	What do you mean by probability sampling?	3
CO3	Q.5a	Write a note on convergence and re shaping of media?	3
	Q.5 b	What are the various tradition tools of media used for communication? Write a note on the same.	3
CO3	Q 6	What is the meaning of perception and retention? Explain in details..	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Understanding of Mass Communication Course code ***BAJMC 201*** is level **2** for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Basics of Television Journalism
Course Code : BAJMC 202, Credits : 3, Session : 2017-18 (EVEN), Class BAJMC 2nd Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-202.1- Demonstrate proficiency in news gathering techniques, including research, interviewing, and fact-checking for television journalism.
- BAJMC -202.2- Apply video production skills effectively, encompassing camera operation, editing, and sound recording, to produce professional-quality news content.
- BAJMC -202.3- Analyze and critique news stories from a television journalism perspective, evaluating their adherence to journalistic ethics and standards.
- BAJMC -202.4- Develop critical thinking skills to identify news values and prioritize information for broadcast in television journalism.
- BAJMC -202.5- Understand the role of technology and digital media in shaping contemporary television journalism practices

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I	**25 %**
Reach of TV in India Sluggish Pace of Growth of TV 1970-1985 Early Experiments in television Doordarshan& Prasad Bharti Corporation Origin of Cable Television: Growth And Evolution Cable Networks Regulation Act 1995 Broadcasting Bill 1997 Satellite television and Direct to Home (DTH) *Post-liberalization entry of private channels* SITE Experiment Specialized TV channels	
Module II	**25 %**
TV genres – Fiction and non fiction Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter	
Module III	**25 %**
Camera: Video camera, Types of video camera Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application **Lighting** (a) Lights and lighting (b) Basics of lighting, Techniques (c) Different types of lights used in videography (d) Use of filters & reflectors	
Module IV	**25 %**

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Sound: (a) What is sound? Unit of sound, Voicing (b) Types of microphones, use of audio mixers for recording & editing of sound Concept of Video Editing Linear (Old concept of video editing) U matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear(Modern concept of video editing)	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Reach of TV in India	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
2	Sluggish Pace of Growth of TV 1970-1985 Early Experiments	Lecture	BAJMC 202.1	Mid Term-1, Quiz &

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	in television Doordarshan& Prasad Bharti Corporation			End Sem Exam
3	Origin of Cable Television: Growth And Evolution Cable Networks Regulation Act 1995 Broadcasting Bill 1997	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
4	Satellite television and Direct to Home (DTH) *Post-liberalization entry of private channels* SITE Experiment	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
5	Specialized TV channels	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
6	Reach of TV in India	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
7	Sluggish Pace of Growth of TV 1970-1985 Early Experiments in television Doordarshan& Prasad Bharti Corporation	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
8	Origin of Cable Television: Growth And Evolution Cable Networks Regulation Act 1995 Broadcasting Bill 1997	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
9	Satellite television and Direct to Home (DTH) *Post-liberalization entry of private channels* SITE Experiment	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
10	TV genres – Fiction and non fiction	Lecture	BAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
11	Differences between writing for radio, TV, print and Web Terminology used in Television Writing:	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
12	Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
13	TV genres – Fiction and non fiction	Lecture	BAJMC 202.2	Mid Term-1, Quiz &

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				End Sem Exam
14	Differences between writing for radio, TV, print and Web Terminology used in Television Writing:	Practical	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
15	Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter	Practical	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
16	TV genres – Fiction and non fiction	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
17	Differences between writing for radio, TV, print and Web Terminology used in Television Writing:	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
18	Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
19	**Camera:**	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
20	Video camera, Types of video camera	Lecture	BAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
21	Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application	Lecture	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
22	**Lighting**	Lecture	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
23	Lights and lighting	Lecture	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
24	Basics of lighting, Techniques	Lecture	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
25	Different types of lights used in videography	Lecture	BAJMC 202.3	Mid Term-2, Quiz & End Sem

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				Exam
26	Use of filters & reflectors	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
27	**Camera:**	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
28	**Sound:**	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
29	What is sound? Unit of sound, Voicing	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
30	Types of microphones, use of audio mixers for recording & editing of sound Concept of Video Editing	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
31	Linear (Old concept of video editing)	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
32	U matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear(Modern concept of video editing)	Practical	BAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
33	**Sound:**	Practical	BAJMC 202.4	Mid Term-2, Quiz & End Sem Exam
34	What is sound? Unit of sound, Voicing	Practical	BAJMC 202.5	Mid Term-2, Quiz & End Sem Exam
35	Types of microphones, use of audio mixers for recording & editing of sound Concept of Video Editing	Practical	BAJMC 202.5	Mid Term-2, Quiz & End Sem Exam
36	Linear (Old concept of video editing)	Theory	BAJMC 202.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 202.1	Demonstrate proficiency in news gathering techniques, including research, interviewing, and fact-checking for television journalism.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 202.2	Apply video production skills effectively, encompassing camera operation, editing, and sound recording, to produce professional-quality news content..	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 202.3	Analyze and critique news stories from a television journalism perspective, evaluating their adherence to journalistic	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	ethics and standards.															
BAJMC 202.4	Develop critical thinking skills to identify news values and prioritize information for broadcast in television journalism.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 202.5	Understand the role of technology and digital media in shaping contemporary television journalism practices	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-202 BASICS OF TELEVISION JOURNALISM		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Fact-checking for television journalism. CO2: Produce professional-quality news content						

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CO Map	Question No.	Question	Marks
CO1	Q.1	How do you conduct effective research for television news stories, ensuring accuracy and relevance?	3
CO1	Q.2a	Explain the importance of fact-checking in television journalism and provide examples of its impact on news credibility.	3
	Q.2b	Describe the steps involved in editing video footage for television news segments, including software tools and techniques utilized.	3
CO1	Q.3	Discuss the ethical considerations that television journalists must uphold when reporting news stories, particularly regarding accuracy, impartiality, and privacy.	6
CO2	Q.4	How can storytelling techniques such as narrative structure and visual elements enhance the effectiveness of television news reporting?	3
CO2	Q.5a	How can storytelling techniques such as narrative structure and visual elements enhance the effectiveness of television news reporting?	3
	Q.5b	How can television journalists adapt their reporting techniques to cater to changing audience preferences and consumption habits?	3
CO2	Q 6	How do you ensure that your television news reporting is fair and balanced, presenting multiple perspectives on a given issue?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Television Journalism /Course code *JMC-102*** is level 2 for the academic year 2017-18.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Reporting & Feature Writing
Course Code : BAJMC 203, Crédits : 3, Session : 2017-18 (EVEN), Class BAJMC 2nd Semestre
Faculty Name : Sayantani Roy

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-203.1- Mastery of journalistic research techniques, including sourcing, fact-checking, and data analysis, to produce accurate and well-informed news reports and features.
- BAJMC-203.2- Understanding of news values and editorial judgment in selecting and prioritizing topics for news coverage and feature writing, considering relevance, impact, and audience interest.
- BAJMC-203.3- Application of storytelling principles and narrative techniques to craft engaging and immersive feature articles that captivate readers and convey complex information effectively.
- BAJMC-203.4- Analysis of ethical considerations and professional standards in journalism, particularly in relation to accuracy, fairness, and sensitivity in reporting and feature writing.
- BAJMC-203.5- Development of critical thinking skills to evaluate the credibility and bias of sources, information, and narratives presented in news reports and feature articles.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examinatio n	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Beat Reporting	**25 %**
Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	
Module II: Covering the state and politics	**25 %**
Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature) Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting:;Sports Reporting:	
Module III: Investigative Reporting	**25 %**
(a) Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	
Module IV: Feature Writing	**25 %**
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication

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process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
2	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam

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3	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
4	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
5	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
6	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
7	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
8	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
9	Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
10	Covering national level beats; Covering the Government (PIB,	Lecture	BAJMC 203.1	Mid Term-1, Quiz & End Sem

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	Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature)			Exam
11	Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
12	Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
13	Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
14	Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India,	Practical	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam

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	Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature)			
15	Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections) Parliament Reporting (Parliament Structure, reporting on legislature)	Practical	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
16	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting:;Sports Reporting:	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
17	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting:;Sports Reporting:	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
18	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting:;Sports Reporting:	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
19	Legal Reporting (structure & jurisdiction of courts, reporting court hearings,	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam

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	precautions) Entertainment and Lifestyle Reporting; Business Reporting:;Sports Reporting:			
20	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting:;Sports Reporting:	Lecture	BAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
21	Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application	Lecture	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
22	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Lecture	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
23	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Lecture	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
24	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Lecture	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
25	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Lecture	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
26	Definition and elements; Tools of investigative reporting; Sting Operations and	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam

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	latest trends Relevant Case studies: Indian and International			
27	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
28	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
29	Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
30	How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
31	How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
32	How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	Practical	BAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
33	How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	Practical	BAJMC 203.4	Mid Term-2, Quiz & End Sem Exam
34	How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	Practical	BAJMC 203.5	Mid Term-2, Quiz & End Sem Exam
35	How to write a feature; Different types of features; Writing Book reviews; Writing film	Practical	BAJMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	reviews			
36	How to write a feature; Different types of features; Writing Book reviews; Writing film reviews	Theory	BAJMC 203.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 203.1	Mastery of journalistic research techniques, including sourcing, fact-checking, and data analysis, to produce accurate and well-informed news reports and features.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 203.2	Understanding of news values and editorial judgment in selecting and prioritizing topics for news coverage and feature writing, considering	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	relevance, impact, and audience interest...															
BAJMC 203.3	Application of storytelling principles and narrative techniques to craft engaging and immersive feature articles that captivate readers and convey complex information effectively.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 203.4	Analysis of ethical considerations and professional standards in journalism, particularly in relation to accuracy, fairness, and sensitivity in reporting and feature writing.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 203.5	Development of critical thinking skills to evaluate the credibility and bias of	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	sources, information, and narratives presented in news reports and feature articles.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-203 REPORTING & FEATURE WRITING		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to

CO1: Produce accurate and well-informed news reports and features.

CO2: News coverage and feature writing, considering relevance, impact, and audience interest.

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you ensure the accuracy and reliability of information when conducting research for news reports and feature articles?	3
CO1	Q.2a	Can you describe your approach to conducting interviews and how you extract meaningful quotes and information for your stories?	3
	Q.2b	What criteria do you consider when selecting topics for news coverage and feature writing, and how do you prioritize them?	3
CO1	Q.3	How do you employ storytelling techniques to engage readers and convey complex information in your feature articles?	6

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CO2	Q.4	What ethical considerations do you keep in mind when reporting and writing features, particularly in terms of accuracy, fairness, and sensitivity?	3
CO2	Q.5a	How do you evaluate the credibility and bias of sources and information in news reports and feature articles?	3
	Q.5b	In what ways do you incorporate digital tools and multimedia elments to enhance your storytelling in both traditional and online platforms?	3
CO2	Q 6	How do you stay updated with emerging technologies and trends in journalism to adapt your reporting and feature writing techniques?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Reporting & Feature Writing /Course code ***JMC-203*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : **Advanced Graphic Design**
Course Code : BAJMC 204, Crédits : 3, Session : 2017-18 (EVEN), Class BAJMC 2nd Semestre
Faculty Name : Anshul Jain

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-204.1- Mastery of advanced design principles and techniques, including typography, layout, color theory, and composition, to create visually compelling graphic designs.
- BAJMC-204.2- Proficiency in utilizing industry-standard graphic design software and tools, such as Adobe Creative Suite, to execute complex design projects with precision and efficiency.
- BAJMC-204.3- Understanding of the role of graphic design in branding, marketing, and communication, and the ability to apply design strategies to achieve specific client objectives.
- BAJMC-204.4- Analysis of contemporary design trends, styles, and movements, and the ability to integrate them creatively into design projects while maintaining originality and relevance.
- BAJMC-204.5- Development of critical thinking skills to evaluate and critique graphic designs effectively, considering aesthetics, functionality, and audience response.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

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PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal	Mid Term 1	CT	15%

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Evaluation	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I – Understanding Softwares and their relevance	**30 %**
Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator. How to design Logo, Logotype, Letterhead design, Business Card, Envelop, Catalogues, Brochures. Digital Posters fram(EXERCISE ON: A comparative study of layouts and logos)	
Module II – aspects of designing	**40%**
Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc. Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images.	
Module III – significance of Photoshop	**30 %**
(a) The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images.	

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Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
2	Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam

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3	Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
4	Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
5	Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
6	Initializing with the basics of softwares its tools, tasks such as product design with the help of vector softwares like corel draw and illustrator	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
7	How to design Logo, Logotype, Letterhead design, Business Card, Envelop, Catalogues,	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
8	Brochures. Digital Posters	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
9	fram(EXERCISE ON: A comparative study of layouts and logos)	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
10	How to design Logo, Logotype, Letterhead design, Business Card, Envelop, Catalogues,	Lecture	BAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
11	Brochures. Digital Posters	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
12	EXERCISE ON: A comparative study of layouts and logos)	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
13	Focusing on the composition and balancing the different element of design through The exercise of designing Press	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem

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	ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc			Exam
14	Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc	Practical	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
15	Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc	Practical	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
16	Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
17	Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
18	Focusing on the composition and balancing the different element of design through The exercise of designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
19	Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam

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	images			
20	Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images	Lecture	BAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
21	Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images	Lecture	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
22	Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images	Lecture	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
23	Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images	Lecture	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
24	Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images	Lecture	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
25	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Lecture	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
26	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
27	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
28	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam

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29	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
30	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
31	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
32	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
33	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.4	Mid Term-2, Quiz & End Sem Exam
34	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.5	Mid Term-2, Quiz & End Sem Exam
35	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Practical	BAJMC 204.5	Mid Term-2, Quiz & End Sem Exam
36	The functioning of Photoshop and its significance in various medias, working on the editing, comparing the raster images and vector images	Theory	BAJMC 204.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 204.1	Mastery of advanced design principles and techniques, including typography, layout, color theory, and composition, to create visually compelling graphic designs.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 204.2	Proficiency in utilizing industry-standard graphic design software and tools, such as Adobe Creative Suite, to execute complex design projects with precision and efficiency....	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 204.3	Understanding of the role of graphic	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	design in branding, marketing, and communication, and the ability to apply design strategies to achieve specific client objectives.															
BAJMC 204.4	Analysis of contemporary design trends, styles, and movements, and the ability to integrate them creatively into design projects while maintaining originality and relevance..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 204.5	Development of critical thinking skills to evaluate and critique graphic designs effectively, considering aesthetics, functionality, and audience response.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-204 ADVANCED GRAPHIC DESIGN		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: composition, to create visually compelling graphic designs.

CO2: to execute complex design projects with precision and efficiency.

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you apply advanced design principles in your graphic designs?	3
CO1	Q.2a	Describe a project where you achieved specific branding or marketing goals through design.	3
	Q.2b	How do you ensure intuitive user experiences in digital interface design?	3
CO1	Q.3	How do you incorporate current design trends while maintaining originality?	6
CO2	Q.4	Provide a brief critique of a graphic design piece based on aesthetics and functionality	3
CO2	Q.5a	How does effective teamwork contribute to successful design projects?	3
	Q.5b	How would you leverage emerging technologies in graphic design?	3
CO2	Q 6	Explain how you integrate sustainability principles into your design practice.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Advanced Graphic Design /Course code ***JMC-204*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Writing for Radio
Course Code : BAJMC 205, Crédits : 3, Session : 2017-18 (EVEN), Class BAJMC 2nd Semestre
Faculty Name : Sayantani Roy

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC -205.1- Mastery of radio-specific writing techniques, including scripting, storytelling, and narration, to create compelling and engaging audio content.
- BAJMC -205.2- Proficiency in crafting concise and impactful scripts tailored for radio broadcasting, considering time constraints and audience attention spans.
- BAJMC -205.3- Understanding of the unique characteristics and strengths of radio as a medium for communication, and the ability to leverage its auditory nature in writing.
- BAJMC-205.4- Application of journalistic principles and ethical standards in radio writing, including accuracy, fairness, and objectivity in reporting and storytelling.
- BAJMC-205.5- Analysis of different radio formats and genres, such as news bulletins, documentaries, dramas, and interviews, and the ability to adapt writing styles accordingly.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Basics of Radio Writing	**40 %**
Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	
Module II: Scripting for Program	**30%**
Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme; Conceptualization & Ideation: Show Designing; Developing Radio's voice: Writing beyond cliché	
Module III: Developing Radio Content	**30 %**
(a) Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination

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100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
2	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
3	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam

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4	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
5	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
6	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
7	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
8	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
9	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
10	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
11	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats;	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam

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	Latest Trends in Radio Writing; Characteristics of Radio			
12	Purpose, Audience, Industry; Understanding Radio- Writing for Imagination; Visualization for Radio; Radio Program Formats; Latest Trends in Radio Writing; Characteristics of Radio	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
13	Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
14	Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme	Practical	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
15	Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme	Practical	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
16	Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
17	Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
18	Program Planning; How to gather information? Discuss story ideas: Perishable & Non Perishable; Script Writing for various Radio Programme	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
19	Conceptualization & Ideation: Show Designing;	Lecture	BAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
20	Developing Radio's voice: Writing beyond cliché	Lecture	BAJMC 205.2	Mid Term-1, Quiz &

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				End Sem Exam
21	Conceptualization & Ideation: Show Designing;	Lecture	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
22	Developing Radio's voice: Writing beyond cliché	Lecture	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
23	Conceptualization & Ideation: Show Designing;	Lecture	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
24	Developing Radio's voice: Writing beyond cliché	Lecture	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
25	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Lecture	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
26	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
27	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
28	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
29	Creating Listener	Practical	BAJMC	Mid Term-

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	Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing		205.3	2, Quiz & End Sem Exam
30	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
31	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
32	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.3	Mid Term-2, Quiz & End Sem Exam
33	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.4	Mid Term-2, Quiz & End Sem Exam
34	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Practical	BAJMC 205.5	Mid Term-2, Quiz & End Sem Exam
35	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and	Practical	BAJMC 205.5	Mid Term-2, Quiz & End Sem Exam

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	how to use them; Basic Understanding of the Concept of Editing			
36	Creating Listener Interaction; Basic research techniques for Radio Programme; Writing for Radio Jingles; Documentary sources and how to use them; Basic Understanding of the Concept of Editing	Theory	BAJMC 205.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 205.1	Mastery of radio-specific writing techniques, including scripting, storytelling, and narration, to create compelling and engaging audio content..	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 205.2	Proficiency in crafting concise and impactful scripts tailored for radio broadcasting, considering time	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	constraints and audience attention spans.....															
BAJMC 205.3	Understanding of the unique characteristics and strengths of radio as a medium for communication, and the ability to leverage its auditory nature in writing.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 205.4	Application of journalistic principles and ethical standards in radio writing, including accuracy, fairness, and objectivity in reporting and storytelling...	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 205.5	Analysis of different radio formats and genres, such as news bulletins, documentaries, dramas, and	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	interviews , and the ability to adapt writing styles according ly..															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-205 WRITING FOR RADIO		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to

CO1: To create compelling and engaging audio content.

CO2: Radio broadcasting, considering time constraints and audience attention spans.

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CO Map	Question No.	Question	Marks
CO1	Q.1	How do you write engaging scripts specifically for radio?	3
CO1	Q.2a	What makes radio writing different from other forms of writing?	3
	Q.2b	How do you ensure accuracy and fairness in your radio scripts?	3
CO1	Q.3	How do you adjust your writing style for different radio formats and genres?	6
CO2	Q.4	How do you collaborate with other professionals in radio production?	3
CO2	Q.5a	How has digital platforms and podcasting influenced radio writing?	3

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	Q.5b	How do you use sound effects and music to enhance your radio scripts?	3
CO2	Q 6	Reflect on your growth as a radio writer and areas for improvement.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Writing for Radio /Course code *JMC-205*** is level 2 for the academic year 2017-18.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Digital Photography & Visualization
Course Code : BAJMC 206, Crédits : 3, Session : 2017-18 (EVEN), Class BAJMC 2nd Semestre
Faculty Name : Sandesh Mahajan

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC 206.1- Develop a foundational understanding of photography as a visual medium, including its history, techniques, and contemporary practices.
- BAJMC 206.2- Demonstrate proficiency in the technical aspects of photography, including camera operation, exposure settings, and composition principles.
- BAJMC 206.3- Explore various approaches to visualization in photography, including conceptualization, planning, and execution of visual ideas.
- BAJMC 206.4- Gain hands-on experience in making and editing photographs using both traditional and digital methods, enhancing technical skills and creative expression.
- BAJMC 206.5- Explore the genre of photojournalism and its role in documenting social, cultural, and political events, understanding ethical considerations and storytelling techniques.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examinatio n	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Visuals	**20 %**
Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science.	
Module II – Visual Perception	**40%**
Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Camera, Types of Lenses. The art of seeing; Digital SLR vs. SLR; Advantages of Aperture and depth of field; Shutter and motion; Focal length, Focal plane & Focus; Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	
Module III – Principles of Photography.	**20 %**
a) Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary	
Module IV Compositing and Editing the Photographs	20%
Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass

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communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
2	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam

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3	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
4	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
5	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
6	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
7	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
8	Human Eye and Camera. The social definition of photography-- Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
9	Human Eye and Camera. The social definition of photography-- Light and	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem

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	Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science			Exam
10	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Camera, Types of Lenses. The art of seeing; Digital SLR vs. SLR; Advantages of Aperture and depth of	Lecture	BAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
11	field; Shutter and motion; Focal length, Focal plane & Focus	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
12	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Camera, Types of Lenses. The art of seeing; Digital SLR vs. SLR; Advantages of Aperture and depth of	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
13	field; Shutter and motion; Focal length, Focal plane & Focus	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Camera, Types of Lenses. The art of seeing; Digital SLR vs. SLR; Advantages of Aperture and depth of	Practical	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
15	field; Shutter and motion; Focal length, Focal plane & Focus	Practical	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations- Types of Camera, Types of Lenses. The art of seeing; Digital SLR vs. SLR; Advantages of Aperture and depth of	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
17	field; Shutter and motion; Focal length, Focal plane	Lecture	BAJMC 206.2	Mid Term-1, Quiz &

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	& Focus			End Sem Exam
18	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
19	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
20	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
21	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
22	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
23	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
24	Lenses and its relation to subjects; Exposure techniques; Different types of light – Natural & Artificial	Lecture	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
25	Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color-Shape- Contrast-Types of Photography- Landscape – Portrait- Still Documentary	Lecture	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
26	Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color-Shape- Contrast-Types of Photography- Landscape – Portrait- Still Documentary	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
27	Rules of Composition – portraits, Landscape; Composing different	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem

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	subjects; Perspective – Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape – Portrait- Still Documentary			Exam
28	Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape – Portrait- Still Documentary	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
29	Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape – Portrait- Still Documentary	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
30	Rules of Composition – portraits, Landscape; Composing different subjects; Perspective – Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape – Portrait- Still Documentary	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
31	Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
32	Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	Practical	BAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
33	Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based	Practical	BAJMC 206.4	Mid Term-2, Quiz & End Sem Exam

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	photography; Comparative study of Digital photography vs conventional photography			
34	Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	Practical	BAJMC 206.5	Mid Term-2, Quiz & End Sem Exam
35	Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	Practical	BAJMC 206.5	Mid Term-2, Quiz & End Sem Exam
36	Learning the Editing techniques through Photoshop software; Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography	Theory	BAJMC 206.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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BAJMC 206.1	Develop a foundational understanding of photography as a visual medium, including its history, techniques, and contemporary practices.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 206.2	Demonstrate proficiency in the technical aspects of photography, including camera operation, exposure settings, and composition principles....	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 206.3	Explore various approaches to visualization in photography, including conceptualization, planning, and execution of visual ideas.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 206.4	Gain hands-on experience in making and editing photographs using both traditional and digital	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	methods, enhancing technical skills and creative expression...															
BAJMC 206.5	Explore the genre of photojournalism and its role in documenting social, cultural, and political events, understanding ethical considerations and storytelling techniques.	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-206 DIGITAL PHOTOGRAPHY & VISUALIZATION		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: History, techniques, and contemporary practices.CO2: Apply different cloud programming models as per need.						
CO	Question No.	Question				Marks

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Map			
CO1	Q.1	What are some key elements of photography as a visual medium?	3
CO1	Q.2a	How do you plan and execute visual ideas in photography?	3
	Q.2b	Describe the difference between traditional and digital methods of photography editing.	3
CO1	Q.3	What are some techniques for using artificial lighting effectively in photography?	6
CO2	Q.4	Which digital editing software do you use for photo enhancement and manipulation?	3
CO2	Q.5a	What distinguishes photojournalism from other genres of photography?	3
	Q.5b	How do you typically approach personal photography projects outside of class?	3
CO2	Q 6	Reflect on your journey as a photographer so far. What are your strengths and areas for improvement?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Digital Photography & Visualization /Course code ***BAJMC-206*** is level 2 for the academic year 2017-18.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Public Relations and Corporate Communication
Course Code : BAJMC 207, Crédits : 3, Session : 2017-18 (EVEN), Class BAJMC 2nd Semestre
Faculty Name : Dhruv Sabarwal

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC 207.1- Develop a comprehensive understanding of the principles and practices of public relations and corporate communication.
- BAJMC 207.2- Explore the role of public relations and corporate communication in shaping organizational reputation and relationships with stakeholders.
- BAJMC 207.3- Analyze the functions and objectives of public relations and corporate communication in both public and private sectors.
- BAJMC 207.4- Understand the strategic planning process in public relations and corporate communication, including goal-setting, audience analysis, and message development.
- BAJMC 207.5Gain proficiency in various communication channels and tools used in public relations and corporate communication, such as media relations, social media, and internal communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I Introduction	**15 %**
PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20 %**
Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews a) Contents for the newsletter	
Module IV Functions of Corporate Communication	15%
Introduction- Difference between Public Relations and Corporate Communication; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	15%
Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	
Module VI Corporate Planning and Strategy	15%
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

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Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
2	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam

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	PRSI			
3	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
4	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
5	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
6	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
7	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
8	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam

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	press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR			
9	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
10	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
11	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
12	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam

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	planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR			
13	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
14	Contents for the newsletter	Practical	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Practical	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
16	Contents for the newsletter	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
18	Contents for the newsletter	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction- Difference between Public Relations and Corporate Communication; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate	Lecture	BAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
20	identity, citizenship and	Lecture	BAJMC	Mid Term-

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	philanthropy		207.2	1, Quiz & End Sem Exam
21	Introduction- Difference between Public Relations and Corporate Communication; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
22	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
23	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
24	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
25	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos,	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam

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	Notices; Direct marketing, network marketing; Liasioning and its importance			
26	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
27	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
28	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
29	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
30	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos,	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam

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	Notices; Direct marketing, network marketing; Liasioning			
31	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
32	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 207.4	Mid Term-2, Quiz & End Sem Exam
34	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 207.5	Mid Term-2, Quiz & End Sem Exam
35	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 207.5	Mid Term-2, Quiz & End Sem Exam
36	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 207.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 207.1	Develop a comprehensive understanding of the principles and practices of public relations and corporate communication.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 207.2	Explore the role of public relations and corporate communication in shaping organizational reputation and relationships with stakeholders	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 207.3	Analyze the functions and objectives of public relations and corporate communication in both public and private sectors..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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BAJMC 207.4	Understand the strategic planning process in public relations and corporate communication, including goal-setting, audience analysis, and message development	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 207.5	Gain proficiency in various communication channels and tools used in public relations and corporate communication, such as media relations, social media, and internal communication	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-207 PUBLIC RELATIONS AND CORPORATE COMMUNICATION		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to
CO1: public relations and corporate communication.

.CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key principles of public relations and corporate communication?	3
CO1	Q.2a	How do public relations and corporate communication contribute to organizational reputation?	3
	Q.2b	Can you distinguish between the roles of public relations in public and private sectors?	3
CO1	Q.3	What communication channels and tools are commonly used in public relations and corporate communication?	6
CO2	Q.4	Name common communication channels used in PR and corporate communication.	3
CO2	Q.5a	What ethical considerations are crucial in these fields?	3
	Q.5b	How do organizations handle crises through communication?	3
CO2	Q 6	How do public relations and corporate communication contribute to organizational reputation?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Public Relations and Corporate Communication /Course code BA*JMC-206*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Basics of Media Research
Course Code : BAJMC 301, Crédits : 02, Session :2017-18(Odd Sem.), Class : BJMC. III rd Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: The objective of this course is to introduce basic concepts of research and to establish the relationship between mass communication, journalism & research.

B. *Course Outcomes:* *At the end of the course, students will be able to:*

1. BAJMC 301.1: Students will be able to outline the fundamentals of research.
2. BAJMC 301.2: Students will describe the relationship between mass communication, journalism & research.
3. BAJMC 301.3: Students will explain the process, concepts, and techniques of research & infer the impact of research in mass communication.\
4. BAJMC 301.4: Student will be able to understand Qualitative and quantitative research techniques.
5. BAJMC 301.5: Student will be able to understand the process of writing a research report.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Media Research • Meaning, definitions and types of research • Media research: Concept and Scope • Challenges and Prospect of Media Research in India • Research designs: Exploratory, Descriptive and Experimental • Approaches to research: Qualitative, Quantitative and Mixed • Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis. • Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview • Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	**35%**
Module II – Media Research Process and Sampling • Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research • Sampling: selecting a suitable sample using sampling methods • Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	**35%**

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Module III – Media Research Report Writing and Ethical Issues • Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation • Significance of Reference and Bibliography in Research • Ethical Issues in Research: Plagiarism and interviewers guidelines	**30%**

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**
- **Preparation of research article/paper**

Lab/ Practical details, if applicable:
NA Assessment/ Examination
Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**0**	**100**

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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Research Assignment**	**Presentation**	**Attendance**	
Weightage (%)	10	10	5	5	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning of research	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
2	Definitions and types of research	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
3	Media research: Concept and Scope	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
4	*Challenges and Prospect of Media Research in India*	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
5	Research designs: Exploratory, Descriptive and Experimental	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam

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6	Approaches to research: Qualitative, Quantitative and Mixed	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
7	Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
8	Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
9	Discussion, Observation, Interview	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
10	Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
11	Media Research Process and Sampling	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
12	Steps of Media Research Process	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
13	Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the Research Design	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
15	Collection of Data, Data Analysis, Finding	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam

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	the Results, Outcome of Research			
16	Sampling: selecting a suitable sample using sampling methods	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
17	Basic terms of sampling	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
18	sample plan, sample design, sample unit	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
19	sample frame and sample size	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
20	Media Research Report Writing and Ethical Issues	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
21	Types of Media Research reports	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam
22	Research Articles / Paper,	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam
23	Significance of Reference and Bibliography in Research Project Report, Dissertation	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam
24	Ethical Issues in Research: Plagiarism and interviewers guidelines	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
BAJMC 301.1	Students will be able to outline the fundamentals of research.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
BAJMC 301.2	Students will describe the relationship between mass communication, journalism & research.	**3**	**1**	**1**	**2**	**3**	**3**	**2**	**1**	**2**	**1**			
BAJMC 301.3	Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.	**1**	**2**	**3**	**2**	**1**	**3**	**2**	**3**	**2**	**1**			
BAJMC 301.4:	Student will be able to understand Qualitative and quantitative research techniques.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
BAJMC 301.5:	Student will be able to understand the process of writing a research report.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			

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Sample Question Paper

Amity School of Communication **MID-SEMESTER (SEM –I) 2017-18**						
Class: BJMC-III Semester						
Subject Name: Basics of Media Research BAJMC 301		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	
The student will be able to CO1: Understanding of basic concepts of research CO2: Establish relationship between mass communication, journalism & research CO3: Explain the process, concepts and techniques of research.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by research?	3
CO1	Q.2a	Explain the scope of media research?	3
	Q.2b	Explain the 'Research designs.'	3
CO2	Q.3	Enumerate the Challenges and Prospect of Media Research in India	6
CO2	Q.4	What do you mean by Hypothesis?	3
CO3	Q.5a	Write a short note on Sampling.	3
	Q.5b	State the importance of Review of literature?	3
CO3	Q 6	Enlist the Ethical Issues in Research, Plagiarism and interviewers guidelines.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Media Research** Course code **JMC 301** is level **3** for the academic year 2021-22.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Global Media Scenario
Course Code : BAJMC 302, Crédits : 3, Session : 2017-18 (ODD), Class BAJMC 3rd Semester
Faculty Name : Sayantani Roy

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC 302.1- Develop a critical understanding of the relationship between media and globalization.
- BAJMC 302.2-Analyze how media influences the construction of national identities in a global context.
- BAJMC 302.3- Explore the impact of international media flows on social formations and cultural identities.
- BAJMC 302.4- Examine the role of media in shaping perceptions of global events and issues.
- BAJMC 302.Discuss the ethical considerations and cultural implications of media globalization.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I Introduction	**15 %**
PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20 %**
Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews a) Contents for the newsletter	
Module IV Functions of Corporate Communication	15%
Introduction- Difference between Global Media Scenario ; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	15%
Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	
Module VI Corporate Planning and Strategy	15%
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

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Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	PRSI			
3	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
4	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
6	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
7	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
8	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR			
9	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
10	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
11	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
12	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR			
13	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
14	Contents for the newsletter	Practical	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Practical	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
16	Contents for the newsletter	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
18	Contents for the newsletter	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction- Difference between Global Media Scenario ; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
20	identity, citizenship and philanthropy	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem

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				Exam
21	Introduction- Difference between Global Media Scenario ; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
23	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
24	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
25	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
26	Importance – Role of	Lecture	BAJMC	Mid Term-

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	Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning		302.3	2, Quiz & End Sem Exam
27	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
28	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
29	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
30	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
31	Corporate Governance; Image Management;	Lecture	BAJMC 302.3	Mid Term-2, Quiz &

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	Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication			End Sem Exam
32	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
34	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.5	Mid Term-2, Quiz & End Sem Exam
35	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.5	Mid Term-2, Quiz & End Sem Exam
36	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 302.1	Develop a critical understanding of the relationship between media and globalization.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 302.2	Analyze how media influences the construction of national identities in a global context	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 302.3	Explore the impact of international media flows on social formations and cultural identities.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 302.4	Examine the role of media in shaping perceptions of global events and issues.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 302.5	Discuss the ethical considerations and cultural	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	implications of media globalizatio n.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2017-18						
Class: BAJMC.III Semester						
Subject Name: BAJMC-302 GLOBAL MEDIA SCENARIO		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzin g	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Develop a critical understanding of the relationship between media and globalization. CO2: the construction of national identities in a global context.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the relationship between media and globalization?	3
CO1	Q.2a	How does media influence the construction of national identities?	3
	Q.2b	What role does media play in shaping perceptions of global events?	3
CO1	Q.3	How do transnational media corporations impact local media landscapes?.	6
CO2	Q.4	What are some challenges and opportunities of global media convergence?	3
CO2	Q.5a	Discuss ethical considerations related to media globalization.	3
	Q.5b	How do you critically assess scholarly literature on the global media scenario?	3
CO2	Q 6	Reflect on your understanding of media, globalization, and identity formation.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Global Media Scenario /Course code *BAJMC-302* is level 2 for the academic year 2017-18.**

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advanced TV Journalism
Course Code : BAJMC 303, Crédits : 3, Session : 2017-18 (ODD), Class BAJMC 3rd Semestre
Faculty Name : Aditya Kumar Shukla

Introduction: "In Advanced TV Journalism course, students delve into the practicalities of broadcast journalism. From mastering camera techniques to refining interview skills and crafting compelling narratives, this curriculum equips students to thrive in the fast-paced world of television news."

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-303.1- Students will be able to identify how to write, shoot and edit news related stories.
- BAJMC JMC-303.2- Students will explain the relationship between the industry and the viewers
- BAJMC JMC-303.3- Students will operate with the working process
- BAJMC JMC-303.4- Students will analyse the positive & negative aspects of the TV industry
- BAJMC JMC-303.5- Through practical applications and real-world examples, students will understand TV Writing and visualization style.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: TV Writing while visualizing	**25 %**
Writing for various Genres:crime , business,national, international stories, sports, entertainment, lifefstyle Writing for interview: concept, kinds, types, impact, outcome, questioning Writing for a news story: concept, kinds, types, impact, outcome Writing for a current affair report:facts and figures,background information,unbiased , data/statistics Snippets: fast news Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	
Module II: Shooting(Production)	**30%**
Shooting(Production) Challenges of shooting and ways to sort them:budget, weather, lack of coordination, technical difficulties, permissions. Planning and Shooting for various programme formats: News:live or recorded Entertainment; Interviews; Talk shows; Shooting for fiction	
Module III: Editing (post production)	**20 %**
What is editing?; Types of editing Problems in editing and the solutions Different styles of editing Editing for fiction; Editing for non- fiction; Editing interviews Travels shows, cookery shows, Reality shows	
Module IV: Presentation	

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Presentation; How to decide on the final product; Accompaniments of the product Follow ups; Development process of the product; Backgrounder; Where to leave a particular story.	**25 %**

Teaching Pedagogy:

- Lectures and hands on experience.
- Watching TV shows, explaining through tv shows.
- Writing, shooting and editing, Giving the class a feel of the news room.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

D. Suggested Text/Reference Books:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV Writing while visualizing	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
2	Challenges of writing and ways to overcome	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam

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3	Writing for various Genres: crime, business, national, international stories, sports, entertainment, lifestyle	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
4	Writing for interview: concept, kinds, types, impact, outcome, questioning	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
5	Writing for a news story: concept, kinds, types, impact, outcome	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
6	Writing for a current affair report: facts and figures, background information, unbiased, data/statistics	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
7	Snippets: fast news	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
8	Headlines: creation of headlines, selection of headlines for different segments and bulletins	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
9	Writing for entertainment: style, knowledge of the entertainment industry, related shots, music	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
10	Business: terminology, sensex, shares, update, follow-ups, impact	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
11	Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
12	International: political, crime, disaster, business, entertainment	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
13	Challenges of shooting and ways to sort them: budget, weather, lack of	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem

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	coordination, technical difficulties, permissions			Exam
14	Planning and Shooting for various programme formats: News - live or recorded	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
15	Entertainment: Interviews, Talk shows	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
16	Shooting for fiction	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
17	What is editing?	Lecture	BAJMC 303.4	Mid Term-1, Quiz & End Sem Exam
18	Types of editing	Lecture	BAJMC 303.4	Mid Term-1, Quiz & End Sem Exam
19	Problems in editing and the solutions	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
20	Different styles of editing	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
21	Editing for fiction	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
22	Editing for non-fiction	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
23	Editing interviews	Lecture	BAJMC 303.1	Mid Term-2, Quiz & End Sem Exam
24	Travel shows, cookery shows, Reality shows	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
25	Presentation	Lecture	BAJMC 303.4	Mid Term-2, Quiz &

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				End Sem Exam
26	How to decide on the final product	Lecture	BAJMC 303.3	Mid Term-2, Quiz & End Sem Exam
27	Accompaniments of the product	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
28	Follow-ups	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
29	Development process of the product	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
30	Backgrounder	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
31	Where to leave a particular story	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
32	TV Writing while visualizing	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
33	Challenges of writing and ways to overcome	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
34	Writing for various Genres: crime, business, national, international stories, sports, entertainment, lifestyle	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
35	Writing for interview: concept, kinds, types, impact, outcome, questioning	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
36	Writing for a news story: concept, kinds, types, impact, outcome	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 303.1	Students will be able to identify how to write, shoot and edit news related stories.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 303.2	Students will explain the relationship between the industry and the viewers	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 303.3	Students will operate with the working process.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 303.4	Students will analyse the positive & negative aspects of the TV industry	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 303.5	Through practical applications and real-world examples, students will understand TV Writing and	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	visualizati on style.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2017-18						
Class: BAJMC.III Semester						
Subject Name: BAJMC-303 Advanced TV Journalism		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is it important to write for different genres in television journalism? Provide examples.	3
CO1	Q.2a	What challenges are typically encountered during the shooting process in television production, and how can they be managed?	3
	Q.2b	What are the key elements of effective editing in television journalism? Describe different editing styles.	3
CO1	Q.3	How does presentation contribute to the impact of a news program in television journalism?	6
CO2	Q.4	Compare the writing styles for news stories and current affairs reports.	3
CO2	Q.5a	Explain the significance of headlines in television news and how they're created.	3
	Q.5b	Describe the process of planning and shooting for various television program formats.	3

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CO2	Q 6	Evaluate the impact of international news coverage on television journalism and discuss associated challenges.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advanced Television Journalism*** /Course code ***BAJMC-303*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Basics of Newsroom Practices
Course Code : BAJMC 304, Crédits : 3, Session : 2017-18 (ODD), Class BAJMC 3rd Semester
Faculty Name : Nihaz Anwar

Introduction: This course aims to a comprehensive exploration of essential journalistic skills and operations. From ethical standards to news gathering techniques, this course equips you with the fundamental knowledge needed to excel in the fast-paced world of media.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-304.1- Students will be able to identify the working procedure of the TV industry
- BAJMC-304.2- Students will outline the relationship of each personnel inside a newsroom
- BAMC-304.3- Students will recognize the working process of media houses
- BAJMC-304.4- Students will interpret the challenges and solutions of the TV industry
- BAJMC-304.5- Student will gain essential skills and knowledge in journalistic ethics, news gathering techniques.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weight
Module I :	**25%**
TV newsroom structure; Process of broadcast of a news report Reporting:types of reporting (beats)-political, social, business, entertainment, crime, educational, health, sports; INGEST:feed, FTP, Recording Assignment/input:news gathering, phono, live , guest coordination, forward plan, day plan. Desk output:rundown, ticker, planning, prep, video editing, graphics; PCR:switcher, sound, play out, CG, Teleprompter; MCR:scheduling of programmes, scheduling of advertisements, time management,content crisis management; TV AT HOMES:TV centre, teleport, satellite, downlinking to MSO,DTH platform, home.; Research:News research, SIT, RTI Archive/library-tagging, description, archiving; Monitoring:keeping watch on other channel	
Module II	**25%**
News collection from field:Reporter, Stringer, sources, other channels, newspapers, news agency, citien journalists/active viewers Thought process of working on a report:Research, data collection, expert advice, byte, shots Collecting information, shots and bytes/ counter bytes, on location shoot PTC's:definition, concept, types, requirement; LIVE:deferred, on location, actual,impact on viewers, team involved; Coordination with output and ingest:role of input	
Module III	**50%**
Role of output Role of each personnel at the desk Coordination with different reporters at various locations. Script writing and making of a package. Rundown and its contents. Requirements of a story update and deciding on the contents of a bulletin Programming according to time requirement Aesthetics of screen presentation Montage, Sting, Promos Coordination with the PCR Studio:connection with PCR , PANEL DISCUSSION, talk shows, debates, news bulletins STUDIO SETUP ,Multi cam , single cam, technical requirement, multi location, live broadcast HOW BROADCAST TAKES PLACE	

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Teaching Pedagogy:

- Lectures and hands on experience.
- Watching TV shows. explaining through tv shows. Writing , shooting and editing.
- Giving the class a feel of the news room; Visiting a newsroom

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

Writing and Producing Television News: From Newsroom to Air by Alan Schroeder Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV newsroom structure and organization	Lecture	BAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Process of broadcast for a news report	Lecture	BAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
3	Types of reporting beats: political, social, business, entertainment, crime, educational, health, sports	Lecture	BAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Ingest methods: feed, FTP, recording	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
5	Assignment and input procedures: news	Lecture	BAJMC 304.2	Mid Term-1, Quiz &

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	gathering, live feeds, guest coordination, forward planning			End Sem Exam
6	Desk output tasks: rundown creation, ticker management, video editing, graphics production	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
7	PCR operations: switcher, sound management, play out, CG, Teleprompter usage	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
8	MCR responsibilities: scheduling programmes and advertisements, content crisis management	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
9	TV at homes infrastructure: TV center, teleport, satellite, downlinking to MSO, DTH platforms, home setups	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
10	News research techniques: SIT, RTI, archive/library management	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
11	Monitoring competitor channels	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
12	News collection sources: reporters, stringers, news agencies, citizen journalists	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
13	Thought process for report creation: research, data collection, expert advice, shots collection	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
14	PTCs (Piece to Camera): definition, types, requirements	Practical	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
15	Live reporting: deferred, on location, actual, impact on viewers, team involvement	Practical	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
16	Coordination with output and ingest departments	Lecture	BAJMC 304.2	Mid Term-1, Quiz &

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				End Sem Exam
17	Role of output personnel	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Coordination with reporters at different locations	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
19	Script writing and package creation	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
20	Contents and management of rundowns	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
21	Story update requirements and bulletin contents	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
22	Programming considerations for time requirements	Lecture	BAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
23	Aesthetics of screen presentation	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
24	Montage creation	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
25	Sting and promo creation	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
26	Coordination with PCR for studio operations	Practical	BAJMC 3044	Mid Term-2, Quiz & End Sem Exam
27	Studio setup and technical requirements	Practical	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
28	Multi-cam and single-cam setups	Practical	BAJMC 304.4	Mid Term-2, Quiz & End Sem

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				Exam
29	Technical requirements for multi-location broadcasts	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
30	Understanding the broadcast process	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
31	Panel discussion setup and management	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
32	Talk shows and debates production	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
33	News bulletin production in the studio	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
34	Live broadcast considerations and management	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
35	Management of studio connections with PCR	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
36	Ensuring seamless broadcast operations.	Theory	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 304.1	Students will be able to identify the working	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	procedure of the TV industry															
BAJMC 304.2	Students will outline the relationship of each personnel inside a newsroom	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 304.3	Students will recognize the working process of media houses	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 304.4	Students will interpret the challenges and solutions of the TV industry	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 304.5	Student will gain essential skills and knowledge in journalistic ethics, news gathering techniques	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2017-18		
Class: BAJMC.III Semester		
Subject Name: BAJMC-304 Basics of Newsroom Practices	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How is newsroom structure organized and what are its key components?	3
CO1	Q.2a	What steps are involved in the broadcast process of a news report?	3
	Q.2b	What are the main types of reporting beats in television journalism?	3
CO1	Q.3	How are news reports ingested into the system for broadcasting?	6
CO2	Q.4	What are the procedures for assignment and input in the newsroom?	3
CO2	Q.5a	What tasks are involved in desk output management?	3
	Q.5b	How are PCR operations managed during broadcast?	3
CO2	Q 6	What infrastructure is required for TV broadcast at homes?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Basics of Newsroom Practices*** /Course code ***BAJMC-304*** is level 2 for the academic year 2017-18.

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Course Handout
Course Name : Advertising Stratégies
Course Code : BAJMC 305, Crédits : 3, Session : 2017-18 (ODD), Class BAJMC 3rd Semester
Faculty Name :

Introduction: This course aims to explore the dynamic world of Advertising Strategies, where we dissect the tactics and techniques used to create impactful campaigns that resonate with target audiences and achieve marketing objectives.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-305.1- Understand the various perspectives of Advertising strategies.
- BAJMC-305.2- Identify the opportunities in the field of Advertising strategies.
- JMC-305.3- Creating Advertising Plans for clients.
- JMC-305.4- Researching and analyzing in the field of advertising.
- JMC-305.5- Gain proficiency in developing and executing comprehensive advertising strategies.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weight
Module I Introduction	**15%**
PR concepts and role (Definitions and concepts, Role and Objectives of PR) Public Relations in India; Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning PR campaigns; PR Tools; Lobbying Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits) Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post) Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20%**
Writing for press (Pitch notes, placed articles, Media briefing documents) Press release; Press Interviews; Contents for the	
Module IV Functions of Corporate Communication	**10%**
Introduction- Difference between Public Relations and Corporate Communication Importance and functions of Corporate Communication Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	
Importance – Role of Corporate Communication tools; Company Profile in an organization House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices	**15%**
Module VI Corporate Planning and Strategy	**10%**
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

Teaching Pedagogy:

The class will be taught by giving references of case studies, practical Public Relations

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strategies from various organizations. Significance of Public Relations and Corporate Communication will be taught to the students through examples from the business world. Traits will be given to them in the class so that the students can be more confident in Public Relations and Corporate Communication. The students will get a deep insight on to the subject by the time the course gets completed. With the learning of practical aspects of the business world through Public Relations and Corporate Communications after completion of the course the students can work for any organization with full determination and dedication due to their good PR and Communication skills. It is because a person can be successful in personnel and professional life through these two skills to a great extent.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	
Weightage (%)	05	05	10	10	70

D. Suggested Text/Reference Books:

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Jethwaney, J.N. & Sarkar,N.N.; Public Relations; Sterling Publishers Pvt.Ltd
- Moore, H. Frazier & Frank B.K.; Public Relation; Richard d Irwin

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts)	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
2	Role and Objectives of PR	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam

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3	Public Relations in India	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
4	Internal & External PR	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
5	Role of PRSI	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
6	Planning PR campaigns	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
7	PR Tools	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
8	Lobbying	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
9	Media relations (Media list)	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
10	Relationship building meetings	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
11	Media planning	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
12	Media tours and visits	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
13	Role of Press kit and its importance	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam

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14	Organizing press conference	Practical	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
15	Measurement of PR (Pre, during and post)	Practical	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
16	Role of new media in PR	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
17	Changing trends in PR	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
18	Techniques of Public Relations	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for press (Pitch notes)	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
20	Placed articles, 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
21	Media briefing documents	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
22	Press release	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
23	Press Interviews	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
24	Contents for the newsletter	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
25	Functions of Corporate Communication	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem

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				Exam
26	Introduction- Difference between Public Relations and Corporate Communication	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
27	Importance and functions of Corporate Communication	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
28	Elements of corporate communication	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
29	Corporate philosophy	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
30	Corporate culture	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
31	Corporate identity	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
32	Corporate citizenship	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate philanthropy	Practical	BAJMC 305.4	Mid Term-2, Quiz & End Sem Exam
34	Tools of Corporate Communication	Practical	BAJMC 305.5	Mid Term-2, Quiz & End Sem Exam
35	Importance – Role of Corporate Communication tools	Practical	BAJMC 305.5	Mid Term-2, Quiz & End Sem Exam
36	Company Profile in an organization	Theory	BAJMC 305.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 305.1	Understand the various perspectives of Advertising strategies	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 305.2	Identify the opportunities in the field of Advertising strategies.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 305.3	Creating Advertising Plans for clients.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 305.4	Researching and analyzing in the field of advertising.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 305.5	Gain proficiency in developing and executing comprehensive advertising strategies.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**



Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2016-19						
Class: BAJMC.III Semester						
Subject Name: BAJMC-101 ADVERTISING STRATEGIES		Time: 1.5 HRS			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key objectives of Public Relations and Corporate Communication?	3
CO1	Q.2a	How can effective PR campaigns be planned and executed using diverse tools?	3
	Q.2b	What role does media relations play in building strong PR strategies?	3
CO1	Q.3	How important is the Press kit in organizing successful press conferences?	6
CO2	Q.4	How is the effectiveness of PR campaigns measured?	3
CO2	Q.5a	What impact has new media had on the practice of Public Relations?	3
	Q.5b	Describe the essential elements of Corporate Communication and their significance.	3
CO2	Q 6	How do tools like annual reports and internet-based newsletters enhance Corporate Communication?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***ADVERTISING STRATEGIES*** /Course code ***JMC-305*** is level 3 for the academic year 2016-19.

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Amity School of Communication
Course Handout
Course Name : Writing for TV
Course Code : BAJMC 306, Crédits : 3, Session : 2017-18 (ODD), Class BAJMC 3rd Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to explore the intricacies of crafting compelling narratives specifically tailored for television audiences. From script development to character arcs and dialogue, join us on a journey to master the essential techniques needed to captivate viewers and bring stories to life on the small screen."

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-306.1- To familiarize students with concept of scrip, film& TV language.
- BAJMC-306.2- To make student acquainted with scripting for film, TV and video.
- BAJMC-306.3- To make students acquainted with script writing for different types of programmes.
- BAJMC-306.4- To make students acquainted with the formats of electronic media scripts and checklist for script revision.
- BAJMC-306.5- Learn to use different video script formats and employ effective revision techniques to enhance script quality.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I	**50%**
The meaning and importance of script in electronic media, film and TV language. Scripting for film/TV/video, idea brain storming, research for scripting, formats, developing the idea, content treatment, stages of scripting, shot breakdown, story board, story breakdown for multi-camera, screen play, production script, shooting script.	
Module II	**20%**
Script writing for news, features, documentaries/ talks, sports programmes, variety programmes, music specials, science programmes, educational programmes and children's	
Module III	
Writing for the production of ads & commercials- different types of appeals & styles of	**15%**
Module IV	
Video script formats – the wide margin format, the variety show format and the double column format. Checklist for script revision.	**15%**

Teaching Pedagogy:

- Classroom lectures,
- presentations and
- practical.

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.
- Hilliard, Robert L: Writing For Television and Radio, Hasting House, New York, 1976.

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- Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
- Trapnell, Coles: Teleplay – An Introduction to Television Writing, Hawthorm Books, New York, 1974.

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to scriptwriting in electronic media, film, and TV language	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
2	Importance of scriptwriting in media production	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
3	Scripting basics: Idea brainstorming and research techniques	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
4	Script formats and structure	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
5	Developing and refining ideas for scripts	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
6	Content treatment: Crafting engaging narratives	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
7	Stages of scripting: From concept to final draft	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
8	Shot breakdown and storyboarding	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
9	Story breakdown for multi-camera setups	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem

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				Exam
10	Screenplay fundamentals	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
11	Production script essentials	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
12	Understanding the shooting script	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
13	Script writing for news programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
14	Script writing for feature programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
15	Script writing for documentaries and talk shows	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
16	Script writing for sports programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
17	Script writing for variety programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
18	Script writing for music specials	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
19	Script writing for science programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
20	Script writing for educational programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
21	Script writing for children's programs	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam

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22	Writing effective ads and commercials	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
23	Understanding different types of appeals in advertising	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
24	Styles of script writing for ads and commercials	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
25	Overview of video script formats	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
26	Wide margin format for video scripts	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
27	Variety show format for video scripts	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
28	Double column format for video scripts	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
29	Importance of script revision	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
30	Checklist for script revision	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
31	Practical exercises in scriptwriting	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
32	Case studies in scriptwriting for different genres	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
33	Guest lectures from industry professionals	Lecture	BAJMC 306.4	Mid Term-2, Quiz & End Sem Exam
34	Script analysis and	Lecture	BAJMC	Mid Term

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	feedback sessions		306.5	2, Quiz & End Sem Exam
35	Group projects in script development	Lecture	BAJMC 306.5	Mid Term-2, Quiz & End Sem Exam
36	Final project: Writing a complete script for a chosen medium and genre	Lecture	BAJMC 306.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 306.1	To familiarize students with concept of scrip, film& TV language.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 306.2	To make student acquainted with scripting for film, TV and video.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 306.3	To make students acquainted with script writing for different types of programmes	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 306.4	To make students acquainted with the	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	formats of electronic media scripts and checklist for script revision.															
306.5	Learn to use different video script formats and employ effective revision techniques to enhance script quality.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2017-18						
Class: BAJMC.III Semester						
Subject Name: BAJMC-306 Writing for TV		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of scriptwriting in electronic media, film, and television language?	3
CO1	Q.2a	How do you brainstorm ideas and conduct research for scripting?	3

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	Q.2b	What are the different formats used in scriptwriting and how are ideas developed and treated?	3
CO1	Q.3	Can you outline the stages involved in the scripting process, from idea conception to final production script?	6
CO2	Q.4	How do you breakdown shots and create storyboards for multi-camera productions?	3
CO2	Q.5a	What distinguishes a screenplay from a production script and a shooting script?	3
	Q.5b	How do you write scripts for various television programs such as news, documentaries, and variety shows?	3
CO2	Q 6	What are the different types of appeals and styles used in scriptwriting for advertisements and commercials?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Writing for TV*** /Course code ***BAJMC 306*** is level 3 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Applied Research in Media Studies
Course Code : BAJMC 401, Crédits: 3 Session : 2017-2018 Class : BA J&MC IV
Faculty Name : Dr. Sumit Narula

A. Introduction: : The objective of this course is to familiarize the prospective engineers with techniques in calculus, multivariate analysis, and linear algebra. It aims to equip the students with standard concepts and tools at an intermediate to advanced level that will serve them well towards tackling more advanced level of mathematics and applications that they would find useful in their disciplines.

B. Course Outcomes: At the end of the course, students will be able to:
BAJMC 401.1: To introduce students to the application of research in mass communication
BAJMC 401.2: To explore the various forms of research in different media
BAJMC 401.3: To introduce students to the variety of tools used in different forms of media research
BAJMC 401.4: To introduce them to the concept of research paper/articles and their execution
BAJMC 401.5: To understand the scientific methods and analysis in research.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste

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management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**

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Module I: Concept of Development Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	**30%**
Module II: Development Communication The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	**35%**
Module III: Use of Mass Media in Social Sensitization Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	**35%**

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

References:

Any other Study Material: Research reports of Neilson, India, 9th Edition, Pearson, Reprint, 2002.V. Krishnamurthy, V.P. Mainra and J.L. Arora, An introduction to Linear Algebra, Affiliated East–West press, Reprint 2005.

G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**

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1	Source Analysis; Message Analysis	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
5	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
6	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
9	Research in Television and radio Rating Method; Non – rating Method	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
10	Research in Television and radio Rating Method; Non – rating Method	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Pre testing Methods: Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillometer test, The Tachisto scope test Consumer jury test, GSR test.	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam

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12	Post testing Methods: Enquiry test Recall test Recognition test, DAR testing	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
13	Television Audience Measurement; Market Research	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
14	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	BAJMC 401.4	Mid Term-1, Quiz & End Sem Exam
15	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
16	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
17	Research in New Media Social Media Research; Research on Online usage	Lecture	BAJMC 401.4	Mid Term-1, Quiz & End Sem Exam
18	Research in New Media Social Media Research; Research on Online usage	Lecture	BAJMC 401.4	Mid Term-1, Quiz & End Sem Exam
19	Research in New Media Social Media Research; Research on Online usage	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics applied in Research	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Statistics applied in Research	Lecture	BAJMC 401.2	Mid Term-2, Quiz & End Sem Exam
22	Statistics applied in Research	Lecture	BAJMC 401.2	Mid Term-2, Quiz & End Sem Exam
23	Statistics applied in Research	Lecture	BAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
24	Frequencies and	Lecture	BAJMC	Mid Term-2,

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	Percentages		401.3	Quiz & End Sem Exam
25	Frequencies and Percentages	Lecture	BAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
26	Frequencies and Percentages	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
27	Frequencies and Percentages	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
28	Measures of Central tendency	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
29	Measures of Central tendency	Lecture	BAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
30	Mean, Median, Mode	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
31	Mean, Median, Mode	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
32	Mean, Median, Mode	Lecture	BAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 401.1.	***Describe*** the media research analysis for source, message, channel and audience	3	3	1	3	1				2		2	1	1	3	1
BAJMC 402.2.	***Classify*** the applications of media research in print, electronic and PR industry.	3	2	2	2	2				2		1	1	2	2	2
BAJMC 403.3.	***Prepare*** media research plans for the above-mentioned industries	3	2	2	2	2				3		3	1	2	2	2
BAJMC 404.4.	***Apply*** the basic statistical processes in various media research studies	3	3	2	3	2				1		2	1	2	3	2
BAJMC 405.5	To understand the scientific methods and analysis in research.	2	2	1	2	3				2		2	1	1	2	3

Sample Question Paper

Sample Amity School of Communication 2017-2018		
Class: BA J&MC Applied Research in Media Studies IV Semester		
Subject Name: Applied Research in Media Studies	Time: 3 Hrs	Max.Marks:70

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

Student will be able to:

CO Map	Question No.	Question	Marks
CO1	Q.1	What helps to agree timing, agree resource allocation and draws boundaries?	6
CO1	Q.2	What is the comparative method?	6
	Q.3	Define Research?	6
CO1	Q.4	What do you mean by probability sampling?	6
CO2	Q.5	What is hypotheses?	6
CO2	Q.6	What do you mean by secondary data?	6
	Q.7	Explain the significance of source analysis in media research and provide an example.	10
CO2	Q.8	Describe the key components of channel analysis in media research.	10
CO3	Q.9	Discuss the importance of circulation research in the context of newspapers and magazines.	10
CO3	Q.10	Explain the concept and methodologies of television audience measurement.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Applied Research in Media Studies*** /Course code ***BAJMC 401*** is level **3** for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course Name : Basics of Film Theory & Practice
Course Code : BAJMC 402, Crédits : 3, Session : 2017-2018 (EVEN), Class BAJMC IV Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to offers a comprehensive exploration of key concepts in film theory, coupled with practical exercises designed to hone your skills in scriptwriting, cinematography, editing, and directing.

Course Outcomes: At the end of the course:

- BAJMC-402.1- Students will select the Language of Cinema and fundamentals of film form and content
- BAJMC-402.2- Students will understand the relationship between theory and practice
- BAJMC-402.3- Students will be classify various fascinating aspects of Cinema
- BAJMC-402.4- Students will be able to define the crucial fine points that make Cinema
- BAJMC-402.5- Students will be capable to create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Language of Cinema	20%
World space and screen space; Continuity: space & time, concepts of editing Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	20%
Development stage- casting, scheduling & reece Pre production stage- key members of film production unit and their roles and responsibilities; Production; Post production; Distribution, promotion and release; Exhibition	
Module III : Scriptwriting	20%
Narrative Composition: 3 plot structure, Linear and Non linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
Module IV : Lighting for Films	20%
Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for- Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	
Module V: Introduction to Film Theories	20%
How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	

Teaching Pedagogy:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will

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be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) Film History—An Introduction, Mc Graw-Hill
- Cook, P. and Bernink, M. (Ed.) (1999) The Cinema Book, The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Language of Cinema: World space and screen space	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	Language of Cinema: Continuity in space & time	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	Language of Cinema: Concepts of editing	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
4	Language of Cinema: Camera movements, angles & shots	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	Language of Cinema: Mise-en-scene	Lecture	BAJMC 402.1	Mid Term-1, Quiz &

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				End Sem Exam
6	Language of Cinema: Dimensions of sound	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	Language of Cinema: Sync and non-sync sound	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Language of Cinema: Sound effects and silence	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Language of Cinema: Dialogues and ambient sound	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
10	Language of Cinema: Background score & musical tracks	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
11	Stages of Film Production: Development stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	Stages of Film Production: Pre-production stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	Stages of Film Production: Production stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	Stages of Film Production: Post-production stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Stages of Film Production: Distribution, promotion, and release	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
16	Stages of Film Production: Exhibition and film festivals	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
17	Scriptwriting: Narrative Composition	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem

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				Exam
18	Scriptwriting: Characterization & Dramatic Structure	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
19	Scriptwriting: Scriptwriting formats	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
20	Scriptwriting: Screenplay and storyboarding	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
21	Scriptwriting: Script selection and writing proposal	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
22	Lighting for Films: Study of Lighting-Mood, Feel, Form, Content	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
23	Lighting for Films: Single point and two-point lighting in Films	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
24	Lighting for Films: Understanding Natural lighting	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
25	Lighting for Films: Exercises in lighting for Cameo	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
26	Lighting for Films: Exercises in lighting for Silhouettes	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
27	Lighting for Films: Exercises in lighting for Low Key	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
28	Lighting for Films: Exercises in lighting for High Key	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
29	Lighting for Films: Exercises in lighting for Realistic scenes	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam

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30	Lighting for Films: Exercises in lighting for Horror scenes	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
31	Introduction to Film Theories: How to view/read the movie	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
32	Introduction to Film Theories: Narrative and non-narrative films	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
33	Introduction to Film Theories: Film genre	Lecture	BAJMC 402.4	Mid Term-2, Quiz & End Sem Exam
34	Introduction to Film Theories: Italian neo-realism	Lecture	BAJMC 402.5	Mid Term-2, Quiz & End Sem Exam
35	Introduction to Film Theories: French New wave	Lecture	BAJMC 402.5	Mid Term-2, Quiz & End Sem Exam
36	Introduction to Film Theories: Birth of Indian cinema and the Golden era.	Lecture	BAJMC 402.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 402.1	Students will select the Language of Cinema and fundamentals of film form and content	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC 402.2	Students will understand the relationship between theory and practice	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 402.3	Students will be classify various fascinating aspects of Cinema.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 402.4	Students will be able to define the crucial fine points that make Cinema	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 402.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2017-2018						
Class: BAJMC.IV Semester						
Subject Name: BAJMC-402 Basics of Film Theory and Practice		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of the language of cinema, and how do they contribute to storytelling?	3
CO1	Q.2a	How does continuity in space and time enhance the viewer's understanding of a film?	3
	Q.2b	What are the various camera movements, angles, and shots commonly used in filmmaking, and how do they impact the audience's perception?	3
CO1	Q.3	Explain the concept of mise-en-scene and its importance in film aesthetics.	6
CO2	Q.4	What are the different dimensions of sound in cinema, and how do they create atmosphere and emotion?	3
CO2	Q.5a	Describe the stages of film production, from development to exhibition, and discuss the role of each stage.	3
	Q.5b	What are the essential components of a screenplay, and how does scriptwriting format influence the filmmaking process?	3
CO2	Q 6	How does lighting contribute to the mood, tone, and atmosphere of a film, and what are some common lighting techniques used in different genres?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Basics of Film Theory and Practice*** /Course code ***BAJMC-402*** is level 2 for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course Name : Electronic Media Production
Course Code : BAJMC 403, Crédits : 3, Session : 2017-18 (EVEN), Class BAJMC IV Semestre
Faculty Name : Nihaz Anwar

Introduction: This course aims to explore the intricacies of producing compelling electronic media content for various electronic media platforms. From mastering camera techniques to editing and post-production.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-403.1- Students will identify the concept of idea generation and converting the concept into actual programme .
- BAJMC-403.2- Students will able to outline quality lighting setups for different genres of TV programmes.
- BAJMC-403.3- Students will be able to demonstrate audience rating for the betterment of Production quality.
- BAJMC-403.4- Gain proficiency in utilizing advanced tools and techniques for producing high-quality multimedia content.
- BAJMC-403.5- Develop practical skills in camera operation, video editing, and post-production.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I	25%
Selection of the programme topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.	
Module II	25%
Media Research Methodology: Writing support materials, Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.	
Module III	25%
Basics of Light & camera for production; theory, rules & principles of quality lighting Shows the creative use of back-lighting; Concepts for lights & lighting equipment for principle subjects and sets both on location and in the studio; Focuses on Cameras & Recorders controls	
Module IV	25%
Basics of sound for production: Microphones, its type & usage; Recording equipment & handling; Recording, Dubbing & Editing in Studio; Working with Computer; Selection & use of Effects & Music	

Teaching Pedagogy:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video equipments in studio and radio stations.

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

D. Suggested Text/Reference Books:

1 Herbert Zettl Television Production Handbook, Thomson Wadsworth, 2006
2 Corey & Mark Cinema, Law & the State in Asia, Palgrave Mcmillan,
3 Shakuntala Banaji Reading Bollywood, Palgrave Mcmillan, 2006
4 Ohnian & Philips Digital Film making, Focal Press, 2000
5 R.L. Hartwig Basic TV Technology, Focal Press, 2005
6 Gross & Word Digital Movie making, Cenage Learning, 2007
7 Mamer Film Production Technique, Cenage Learning, 2007
8 Andrew Utterback Studio Television Production and Directing, Focal Press, 2007

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Selection of programme topic: Developing programme briefs	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
2	Selection of programme topic: Researching the topic	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
3	Selection of programme topic: Programme Resources	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
4	Selection of programme topic: Style and format	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem

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				Exam
5	Selection of programme topic: Structuring the programme	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
6	Selection of programme topic: Storyboard and Script Designing	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
7	Selection of programme topic: Script Layout	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
8	Media Research Methodology: Writing support materials	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
9	Media Research Methodology: Designing Evaluation Tools and Techniques	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
10	Media Research Methodology: Evaluation and field testing of programme	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
11	Media Research Methodology: Preview and Analysis of programme	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
12	Basics of Light & camera for production: Theory	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Light & camera for production: Rules & principles of quality lighting	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Light & camera for production: Creative use of backlighting	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Light & camera for production: Concepts for lights & lighting equipment	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Light & camera for production: Focuses on Cameras & Recorders	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem

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	controls			Exam
17	Basics of Light & camera for production: Shooting techniques	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Light & camera for production: Basic theory of Video recording	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of sound for production: Microphones, its type & usage	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
20	Basics of sound for production: Recording equipment & handling	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
21	Basics of sound for production: Recording, Dubbing & Editing in Studio	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
22	Basics of sound for production: Working with Computer	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
23	Basics of sound for production: Selection & use of Effects & Music	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
24	Video Editing: What is editing	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
25	Video Editing: Rules of editing	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
26	Video Editing: Introduction to video editing software	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
27	Video Editing: Basic editing techniques	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
28	Video Editing: Transition effects	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem

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				Exam
29	Video Editing: Audio editing	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
30	Video Editing: Color correction	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
31	Video Editing: Exporting and rendering	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
32	Video Editing: Advanced editing techniques	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
33	Video Editing: Multi-camera editing	Lecture	BAJMC 403.4	Mid Term-2, Quiz & End Sem Exam
34	Video Editing: Special effects and compositing	Lecture	BAJMC 403.5	Mid Term-2, Quiz & End Sem Exam
35	Video Editing: Working with titles and graphics	Lecture	BAJMC 403.5	Mid Term-2, Quiz & End Sem Exam
36	Video Editing: Project management and workflow optimization	Lecture	BAJMC 403.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 403.1	Students will identify the concept of idea	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	generation and converting the concept into actual programme .															
BAJMC 403.2	Students will able to outline quality lighting setups for different genres of TV programmes .	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 403.3	Students will be able to demonstrate audience rating for the betterment of Production quality.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 403.4	Gain proficiency in utilizing advanced tools and techniques for producing high-quality multimedia content.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 403.5	Develop practical skills in camera operation, video editing, and post-production.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2017-18						
Class: BAJMC IV Semester						
Subject Name: BAJMC-403 Electronic Media Production		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you effectively develop programme briefs, considering objectives, content, and duration?	3
CO1	Q.2a	What methodologies are employed in media research, and how are evaluation tools designed and tested?	3
	Q.2b	What are the fundamental principles of quality lighting and their application in electronic media production?	3
CO1	Q.3	How do you utilize backlighting creatively in production, both on location and in the studio?	6
CO2	Q.4	Describe the types and usage of microphones in sound production, along with recording equipment handling techniques.	3
CO2	Q.5a	What are the key aspects of video editing, including its fundamental rules and basic techniques?	3
	Q.5b	How do you navigate video editing software to perform tasks such as transition effects, audio editing, and color correction?	3
CO2	Q 6	Discuss advanced editing techniques and special effects used in electronic media production, along with project management strategies for optimizing workflow.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Electronic Media Production*** /Course code ***BAJMC-403*** is level 2 for the academic year 2017-18.

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Course Handout
Course Name : Introduction to Development Communication
Course Code : BAJMC 404, Crédits : 3, Session : 2017-2018 (EVEN), Class BAJMC IV Semester
Faculty Name :

Introduction: This course aims to a comprehensive exploration of the theories, strategies, and practices employed in fostering sustainable development at local, national, and global levels.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-404.1- Students will be able to recognize and explain the concept and importance of development
- BAJMC-402.2- Students will be able to distinguish between communication and development communication
- BAJMC-403.3- Students will be able to describe use of different media in development communication
- BAJMC-404.4- Understand key theories and principles of development communication.
- BAJMC-405.5- Acquire practical skills to design and implement effective communication strategies for social change.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Modules	**Weightage**
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in social sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

Teaching Pedagogy:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S.,Communication and Development Concept, New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur.,Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Concept of Development: Definitions, Process, Models, Theories	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
2	Concept of Development: Approaches, Issues, Characteristics	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
3	Concept of Development: Developed vs. Developing Nations	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
4	Development Communication: Introduction, Definitions, Roles	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
5	Development Communication: Goals, Support Communication	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
6	Development Communication: Communication for Development	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
7	Use of Mass Media: Introduction, Flow of Information	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam

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8	Use of Mass Media: McBride Commission, Social Change	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
9	Use of Mass Media: Media as a Development Tool	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
10	Use of Mass Media: Challenges in Media for Development	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
11	Use of Mass Media: Role of Community Radio	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
12	Use of Mass Media: Local Media in Social Sensitization	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
13	Use of Mass Media: Community Radio Stations (CRS)	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
14	Use of Mass Media: Panchayati Raj and Development	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
15	Concept of Development: Meaning, Definitions	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
16	Concept of Development: Problems, Issues	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of Development: Developing Societies' Characteristics	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
18	Development Communication: Distinctions, Definitions	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
19	Development Communication: Objectives, Strategies	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
20	Development	Lecture	BAJMC	Mid Term

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	Communication: Community Participation		404.2	1, Quiz & End Sem Exam
21	Use of Mass Media: Information Flow Mechanisms	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
22	Use of Mass Media: McBride Commission Recommendations	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
23	Use of Mass Media: Communicator's Role in Social Change	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
24	Use of Mass Media: Media Limitations in Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
25	Use of Mass Media: Community Radio's Impact	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
26	Use of Mass Media: Local Media's Role in Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
27	Use of Mass Media: CRS Contribution to Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
28	Use of Mass Media: Panchayati Raj's Influence on Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
29	Concept of Development: Evolution, Theoretical Frameworks	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
30	Concept of Development: Challenges, Solutions	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
31	Development Communication: Evolution, Historical Context	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
32	Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz &

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	Communication: Contemporary Practices			End Sem Exam
33	Development Communication: Impact Assessment	Lecture	BAJMC 404.4	Mid Term-2, Quiz & End Sem Exam
34	Use of Mass Media: Evolution, Historical Context	Lecture	BAJMC 404.5	Mid Term-2, Quiz & End Sem Exam
35	Use of Mass Media: Contemporary Practices	Lecture	BAJMC 404.5	Mid Term-2, Quiz & End Sem Exam
36	Use of Mass Media: Impact Assessment	Lecture	BAJMC 404.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 404.1	• Students will be able to recognize and explain the concept and importance of development	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 404.2	• Students will be able to distinguish between communication and	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	development communication															
BAJMC 404.3	Students will be able to describe use of different media in development communication	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 404.4	Understand key theories and principles of development communication.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 404.5	Acquire practical skills to design and implement effective communication strategies for social change.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2017-18						
Class: BAJMC.II Semester						
Subject Name: BAJMC-404 Introduction to Development Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key characteristics that distinguish developing societies from developed ones?	3
CO1	Q.2a	How does development communication differ from communication for development?	3
	Q.2b	What are the primary goals and roles of development communication?	3
CO1	Q.3	How can mass media be utilized as a tool for social sensitization and development?	6
CO2	Q.4	What challenges arise when using media for development purposes?	3
CO2	Q.5a	What role do community radio and local media play in social sensitization?	3
	Q.5b	How does the concept of Panchayati Raj contribute to development initiatives?	3
CO2	Q 6	What models and theories inform our understanding of the development process?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Development Communication*** /Course code ***BAJMC-404*** is level 3 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Basics of Cyber Media
Course Code : BAJMC 405, Crédits : 3, Session: 2017-18 (EVEN), Class :BAJMC 4th Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Cyber Media. It is important for a media student to understand the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-101.1-Students will gain a profound grasp of key concepts in cyber media, providing a solid foundation for analyzing and interpreting diverse understanding the emergence of the new'reader'
- BAJMC-101.2-The course will empower students to enhance their convergence of media and technology enabling them to critically engage with various forms of New Media.
- BAJMC-101.3-They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.
- BAJMC-101.4-This includes a detailed exploration of theories of changing role of media professionals.
- BAJMC-101.5-Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of of web journalism.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-	S/V/Q/HA	10%

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	Voce/Quiz/Home Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves Including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Introduction to New Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	
Module III: New Media Journalist	**35 %**
News is a conversation now – participative newsrooms; MOJOs Being a New Media Journalist – Learning to leverage technology for data management, self management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general.

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive andThrive
- Wardrip Noah -Fruin& Montfort Nick. The New MediaReader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A CriticalIntroduction
- Dewdney Andrew & Ride Peter. The New MediaHandbook

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
2	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
4	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
5	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
7	What is New Media - Multiplatform journalism to the mainstream, Journalism of open	Lecture	BAJMC 101.1	Mid Term-1, Quiz &

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	doors			End Sem Exam
8	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
9	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
11	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
13	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
14	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Practical	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam

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15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Practical	BAJMC 101.2	Mid Term-1, Quiz &End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
17	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
18	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
19	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
20	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
21	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam

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	sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy			
22	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
23	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
24	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
25	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
26	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
27	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
28	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
29	Being a New Media Journalist – Learning to	Lecture	BAJMC 101.3	Mid Term-2, Quiz &

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	leverage technology for data management,			End Sem Exam
30	Being a New Media Journalist – Learning to leverage technology for data management,	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
31	Being a New Media Journalist – Learning to leverage technology for data management,	Lecture	BAJMC 101.3	Mid Term-2, Quiz &End Sem Exam
32	Being a New Media Journalist – Learning to leverage technology for data management,	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
33	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.4	Mid Term-2, Quiz & End Sem Exam
34	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.5	Mid Term-2, Quiz & End Sem Exam
35	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.5	Mid Term-2, Quiz & End Sem Exam
36	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 101.1	Students will gain a profound grasp of key concepts in cyber media,	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	providing a solid foundation for analyzing and interpreting diverse understandin g the emergence of the new‘reader’															
BAJMC 101.2	The course will empower students to enhance their convergence of media and technology enabling them to critically engage with various forms of New Media.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 101.3	They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 101.4	This includes a detailed exploration of theories of changing role of	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	media professionals															
BAJMC 101.5	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of of web journalism.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**1**	**3**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM–IV) 2017-18						
Class: BAJMC IV Semester						
Subject Name: BAJMC-405 Basics of Cyber Media		Time: 90 Mins		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Analyz and interpret diverse understanding the emergence of the new‘reader’ CO2: critically engage with various forms of New Media.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the definition of Cyber Media?	3
	Q.2a	How would you create a basic Cyber Media strategy for a	3

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CO1		new online platform?	
	Q.2b	How might you utilize different Cyber Media platforms to reach specific target audiences?	3
CO1	Q.3	Compare and contrast the advantages and disadvantages of different Cyber Media platforms.	6
CO2	Q.4	What are the potential risks associated with consuming Cyber Media?	3
CO2	Q.5a	What measures can individuals take to protect their privacy and security when engaging with Cyber Media?	3
	Q.5b	How has Cyber Media influenced advertising and marketing strategies?	3
CO2	Q6	Evaluate the long-term sustainability of Cyber Media business models in the face of changing technological landscapes.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Cyber Media /Course code BAJMC 405 is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Fundamentals of Event Management
Course Code : **BAJMC 406** , Credits : 3, Session : 2017-2018 (EVEN), Class BAJMC 4th Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 406.**1- Gain a comprehensive understanding of the role and significance of Event Management in contemporary society, considering fast-changing trends and dynamics.
- **BAJMC 406.**2- Acquire practical knowledge and skills in planning, organizing, and executing various types of events, ranging from corporate conferences to cultural festivals.
- **BAJMC 406.**3- Develop proficiency in event marketing and promotion strategies, including utilizing digital platforms and social media for enhanced outreach and engagement.
- **BAJMC 406.**4- Explore the impact of Event Management as a tool for brand promotion and building, understanding its importance in enhancing brand visibility and consumer engagement.
- **BAJMC 406.5**Analyze case studies and real-world examples to understand best practices and challenges in Event Management across different industries and sectors.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to Events	**25 %**
Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	
MODULE II: Key elements of Events	**25 %**
Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	
MODULE III: Planning Events	**40%**
(a) Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	
MODULE IV: Event Evaluation	**10%**
Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
2	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
3	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam

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4	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
5	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
6	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
7	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
8	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
9	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
10	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
11	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
12	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
13	Departments in an event Management company; Designing	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz &

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	of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera			End Sem Exam
14	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Practical	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
15	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Practical	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
16	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
17	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
18	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
19	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
20	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
21	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
22	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
23	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem

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	Management; Case Study			Exam
24	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
25	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
26	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Practical	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
27	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Practical	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
28	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Practical	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
29	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
30	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
31	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
32	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
33	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .4	Mid Term-2, Quiz & End Sem Exam
34	Importance and process of	Lecture	**BAJMC**	Mid Term-

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	Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience		**406** .5	2, Quiz & End Sem Exam
35	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .5	Mid Term-2, Quiz & End Sem Exam
36	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 406 .1	Gain a comprehensive understanding of the role and significance of Event Management in contemporary society, considering fast-changing trends and dynamics...	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC 406 .2	Acquire practical knowledge and skills in planning, organizing, and executing various types of events, ranging from corporate conferences to cultural festivals.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 406 .3	Develop proficiency in event marketing and promotion strategies, including utilizing digital platforms and social media for enhanced outreach and engagement.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 406 .4	Explore the impact of Event Management as a tool for brand promotion and building, understanding its importance	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	in enhancing brand visibility and consumer engagement															
BAJMC 406 .5	Analyze case studies and real-world examples to understand best practices and challenges in Event Managemen t across different industries and sectors.	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM IV) 2017-18						
Class: BAJMC.IV Semester						
Subject Name: BAJMC 406 FUNDAMENTALS OF EVENT MANAGEMENT		Time: 1:5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Event Management in contemporary society, considering fast-changing trends and dynamics. CO2: types of events, ranging from corporate conferences to cultural festivals.						

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CO Map	Question No.	Question	Marks
CO1	Q.1	Why is Event Management important in today's rapidly changing trends?	3
CO1	Q.2a	Can you explain how Event Management contributes to brand promotion?	3
	Q.2b	What skills are essential for planning and organizing successful events?	3
CO1	Q.3	How can digital platforms and social media be utilized for event marketing and promotion?	6
CO2	Q.4	Give an example of a creative event concept or theme that could resonate with a target audience.	3
CO2	Q.5a	What are some common challenges faced in Event Management, and how can they be addressed?	3
	Q.5b	How do teamwork and leadership play a role in successful event planning and execution?	3
CO2	Q 6	Describe the project management aspects involved in organizing an event, such as budgeting and resource allocation.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Event Management /Course code BA*JMC 406*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Film Appreciation
Course Code : **BAJMC 407**, Credits : 3, Session : 2017-18 (EVEN), Class BAJMC 4th Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 407.**1- Understand the significance and value of film viewing as a form of cultural expression and communication.
- **BAJMC 407.**2- Summarize key events and developments in the early history of filmmaking, including major technological advancements and influential filmmakers.
- **BAJMC 407.**3- Demonstrate an understanding of the filmmaking process, including pre-production, production, and post-production stages.
- **BAJMC 407.**4- Discuss the principles of film psychology and how they influence audience perception and interpretation of cinematic narratives.
- **BAJMC 407.**5Describe general ideas and theories in art criticism and how they apply to the analysis and appreciation of film as an art form.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to New Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: New Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem

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				Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam

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	web, hypertext transfer protocol, e-mail, instant messaging,			
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos,	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam

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	pictures)			
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Practical	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**BAJMC 407**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 407.1	Understand the significance and value of film viewing as a form of cultural expression and communication...	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 407.2	Summarize key events and developments in the early history of filmmaking, including major technologic	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	al advancements and influential filmmakers.															
BAJMC 407.3	Demonstrate an understanding of the filmmaking process, including pre-production, production, and post-production stages.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 407.4	Discuss the principles of film psychology and how they influence audience perception and interpretation of cinematic narratives.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 407.5	Describe general ideas and theories in art criticism and how they apply to the analysis and appreciation of film as an art form.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM IV) 2017-18						
Class: BAJMC.IV Semester						
Subject Name: BAJMC 407 FILM APPRECIATION		Time: 1:5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to

CO1: a form of cultural expression and communication.

CO2: technological advancements and influential filmmakers.

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is film viewing considered valuable in today's society?	3
CO1	Q.2a	What are some key milestones in the early history of filmmaking?	3
	Q.2b	Name three film styles or movements that have significantly impacted cinema over the past century.	3
CO1	Q.3	How does film psychology influence our perception of cinematic narratives?	6
CO2	Q.4	What are some general principles of art theory that apply to film criticism?	3
CO2	Q.5a	Provide an example of a film you believe demonstrates effective use of symbolism or metaphor.	3
	Q.5b	How do you analyze the aesthetic qualities of a film?	3
CO2	Q 6	Why is it important to engage in discussions and debates about film?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Film Appreciation /Course code BA*JMC 407*** is level 2 for the academic year 2017-18.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advanced Cyber Media
Course Code : **BAJMC 501**, Credits : 2, Session : 2017-18 (ODD), Class BAJMC 5th Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 501**.1- Develop an understanding of the evolving nature of media consumption patterns in the networked world.
- **BAJMC 501**.2- Explore the emergence of the new 'reader' and their role in shaping media content and distribution.
- **BAJMC 501**.3- Analyze the convergence of media and technology and its impact on content creation, distribution, and audience engagement.
- **BAJMC 501**.4- Gain insight into the changing role of media professionals in the context of new media environments.
- **BAJMC 501**.5- Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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	Mid Term 2		
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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
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Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: New Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	0	05	10	10	7

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam

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	protocol, e-mail, instant messaging,			
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and	Lecture	**BAJMC**	Mid Term-

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	extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy		**501**.3	2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz &

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 501.1	Develop an understanding of the evolving nature of media consumption patterns in the networked world..	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 501.2	Explore the emergence of the new 'reader' and their role in shaping media content and distribution.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 501.3	- Analyze the convergence of media and technology and its impact on content creation, distribution,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	and audience engagement ..															
BAJMC 501.4	Gain insight into the changing role of media professionals in the context of new media environments.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 501.5	Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2017-18						
Class: BAJMC.V Semester						
Subject Name: BAJMC 501 ADVANCED CYBER MEDIA		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What is meant by the "emergence of the new 'reader'" in the context of new media?	3
CO1	Q.2a	How do you define the convergence of media and technology, and what impact does it have on media consumption?	3
	Q.2b	Can you explain the changing role of media professionals in the context of new media environments?	3
CO1	Q.3	What are some key concepts and practices of web journalism that you have learned in this course?	6
CO2	Q.4	How do you identify synergies, challenges, and opportunities in the emerging media landscape?	3
CO2	Q.5a	What are some recent trends and innovations in digital media platforms and social networking?	3
	Q.5b	How do you evaluate the credibility of information in online media sources?	3
CO2	Q 6	What practical skills have you acquired in digital content creation and social media management?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Advanced Cyber Media /Course code *JMC 501*** is level 2 for the academic year 2017-18.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advanced Film Theory & Practice
Course Code : **BAJMC 502**, Credits : 3, Session : 2017-18 (ODD), Class BAJMC 5th Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **JMC 502**.1- Gain an in-depth understanding of the intricate nuances of cinema, including its history, genres, and techniques.
- **JMC 502**.2- Develop a critical appreciation for the specific elements and finer aspects of film, such as cinematography, editing, sound design, and narrative structure.
- **JMC 502**.3- Explore the works of renowned filmmakers across different periods and cultures, analyzing their distinctive styles, themes, and contributions to cinema.
- **JMC 502**.4- Examine the impact of influential filmmakers and their outstanding works on the evolution of filmmaking practices and cinematic storytelling.
- **JMC 502**.5- Analyze and interpret films using advanced theoretical frameworks and critical perspectives, incorporating concepts from film theory, semiotics, and cultural studies

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I	**25 %**
Editing : Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software, Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	
Module II	**25 %**
Documentaries: Realism and the documentary film; Importance of Research in documentary film; Types of documentary films : Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	
Module III	**25%**
(a) **Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	
Module IV	25%
Film Studies: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
2	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
3	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam

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4	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
5	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
6	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
7	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
8	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
9	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
10	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
11	**Documentaries:** Realism and the documentary film;	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz &

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	Importance of Research in documentary film; Types of documentary films			End Sem Exam
12	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
13	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
14	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Practical	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
15	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Practical	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
16	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
17	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
18	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
19	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
20	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
21	Poetic, Investigative, Educational, Exploratory,	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz &

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	Experimental; Writing for a documentary film; Post production techniques of documentaries			End Sem Exam
22	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
23	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
24	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
25	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
26	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
27	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
28	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem

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	forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004			Exam
29	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
30	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
31	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
32	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
33	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.4	Mid Term-2, Quiz & End Sem Exam
34	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam

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35	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam
36	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 502.1	Gain an in-depth understanding of the intricate nuances of cinema, including its history, genres, and techniques.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 502.2	Develop a critical appreciation for the specific elements and finer aspects of film, such as	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	cinematography, editing, sound design, and narrative structure.															
BAJMC 502.3	- Explore the works of renowned filmmakers across different periods and cultures, analyzing their distinctive styles, themes, and contributions to cinema.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 502.4	Examine the impact of influential filmmakers and their outstanding works on the evolution of filmmaking practices and cinematic storytelling..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 502.5	Practice effective time management and organization skills to meet deadlines and deliver polished performa	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	nces on air.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2017-18						
Class: BAJMC.V Semester						
Subject Name: BA**JMC 502** ADVANCED FILM THEORY & PRACTICE		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some of the finer nuances of cinema that you have learned in this course?	3
CO1	Q.2a	How has this course deepened your appreciation for the specific elements of film?	3
	Q.2b	Discuss the impact of one of these filmmakers and their outstanding works on the film industry.	3
CO1	Q.3	How have advanced theoretical frameworks enhanced your understanding of films?	6
CO2	Q.4	How have practical filmmaking exercises contributed to your learning experience in this course?	3
CO2	Q.5a	Can you give an example of how cinema intersects with other art forms or cultural phenomena?	3
	Q.5b	What research have you conducted on specific filmmakers or film movements during this course?	3
CO2	Q 6	What topics have sparked the most engaging discussions in class regarding film theory and practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Advanced Film Theory & Practice /Course code *JMC 502*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : **News Bulletin Management**
Course Code : **BAJMC 503**, Credits : 3, Session : 2015-18 (ODD), Class BAJMC 5th Semester
Faculty Name : Nihaz Anwar

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **JMC-503**.1- Develop a comprehensive understanding of the functioning of television news production.
- **JMC-503**.2- Demonstrate proficiency in preparing and presenting news reports or bulletins tailored to television broadcasting standards.
- **JMC-503**.3- Apply acquired skills in managing various aspects of news bulletin production, including content selection, scriptwriting, and on-air presentation**.**
- **JMC-503**.4- Identify and address challenges commonly faced by media professionals working in news bulletin management.
- **JMC-503**.5- Gain practical experience in coordinating news gathering, editing, and broadcasting processes within a newsroom environment.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I :	**20 %**
Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	
Module II	**50 %**
Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	
Module III	**30%**
(a) Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
2	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
3	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
4	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
5	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
6	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
7	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
8	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam

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9	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
10	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
11	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
12	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
13	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
14	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
15	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
16	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
17	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
18	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles,	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam

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	Anchoring: studio/outdoor			
19	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
20	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
21	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
22	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
23	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
24	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
25	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
26	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
27	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam

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	hour bulletin; Impact on viewers			
28	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
29	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
30	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
31	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
32	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
33	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.4	Mid Term-2, Quiz & End Sem Exam
34	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem Exam
35	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem Exam
36	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting,	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem

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	promo; Controlling the half hour bulletin; Impact on viewers			Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 503.1	**Develop a comprehensive understanding of the functioning of television news production**.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 503.2	**Demonstrate proficiency in preparing and presenting news reports or bulletins tailored to television broadcasting standards**	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 503.3	**- Apply acquired skills in managing various aspects of news bulletin production, including**	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	content selection, scriptwriting, and on-air presentation..															
BAJMC 503.4	**Identify and address challenges commonly faced by media professionals working in news bulletin management..**	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 503.5	**Gain practical experience in coordinating news gathering, editing, and broadcasting processes within a newsroom environment.**	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2015-18		
Class: BAJMC.V Semester		
Subject Name: BA**JMC-503 NEWS BULLETIN MANAGEMENT**	Time: 1:30 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1		3
CO1	Q.2a	Can you create and present a news report or bulletin suitable for television broadcasting?	3
	Q.2b	How do you propose to address challenges encountered in news bulletin management?	3
CO1	Q.3	Describe your experience in coordinating news gathering and editing processes within a newsroom.	6
CO2	Q.4	How do you handle pressure and tight deadlines in television news production?	3
CO2	Q.5a	How does collaboration contribute to successful news bulletin production?	3
	Q.5b	How do you utilize feedback to improve your news bulletin management skills?	3
CO2	Q 6	Reflect on your growth as a media professional throughout the course.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **News Bulletin Management /Course code *JMC-503*** is level 2 for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course Name : Anchoring Skills for Television
Course Code : **BAJMC 504**, Credits : 3, Session : 2017-18 (ODD), Class BAJMC 5th Semester
Faculty Name : Nihaz Anwar

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC-504**.1- Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.
- **BAJMC-504**.2- Acquire the skills to handle live broadcasting situations with confidence and poise, including ad-libbing and responding to unexpected challenges.
- **BAJMC-504**.3- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.
- **BAJMC-504**.4- Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.
- **BAJMC-504**.5- Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I:	**50 %**
Qualities of an anchor; Voice Modulation; Dressing Styles and formats Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	
Module II: Writing	**40 %**
Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	
Module III: Case Studies	**10%**
(a) Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
2	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
3	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
4	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
5	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
6	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
8	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
9	Anchoring interviews: people from different fields; Reality	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz &

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	shows; Hosting a match; Using a teleprompter; Sight read			End Sem Exam
10	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
11	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
12	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
13	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
14	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
15	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
16	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
17	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
18	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam

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19	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
20	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
21	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
22	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
23	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
24	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
25	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam

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	of interviewing; Anchoring of documentary style; Art of using spoken Language			
26	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
27	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
28	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
29	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
30	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
31	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
32	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
33	Shireen Bhan; Arnab Goswami; Barkha Datt;	Lecture	**BAJMC**	Mid Term-

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	Vinod Dua		**504**.4	2, Quiz & End Sem Exam
34	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam
35	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam
36	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 504.1	Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 504.2	Acquire the skills to handle live broadcasting situations with confidence	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	and poise, including ad-libbing and responding to unexpected challenges															
BAJMC 504.3	- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 504.4	Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 504.5	Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2017-2018						
Class: BAJMC.V Semester						
Subject Name: BA**JMC-504** ANCHORING SKILLS FOR TELEVISION		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you define professionalism in television anchoring?	3
CO1	Q.2a	What are some common challenges faced by television anchors, and how do you propose to address them?	3
	Q.2b	How do you engage and maintain audience interest through vocal delivery and body language?	3
CO1	Q.3	Give an example of adapting an anchor script for different program genres.	6
CO2	Q.4	How do you manage time effectively to meet broadcasting deadlines?	3
CO2	Q.5a	What ethical considerations are important for television anchors?	3
	Q.5b	How do peer collaboration and feedback sessions contribute to improving anchoring skills?	3
CO2	Q 6	Reflect on your growth as a television anchor throughout the course.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Anchoring Skills for Television /Course code *JMC-504*** is level 2 for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course Name : **Specialized Writing & Editing**
Course Code : JMC 505, Crédits : 3, Session : 2015-18 (ODD), Class BAJMC 5th Sem
Faculty Name : Sayantani Roy

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-505.1- Students will gain a profound grasp of key concepts to Write various types of features for magazines
- BAJMC-505.2- The course will empower students to Produce stories for specialized genres such as travel, lifestyle, disaster reporting.
- BAJMC-505.3- They will develop editing and Page Layout planning skills.
- BAJMC-505.4- This includes a detailed exploration Demonstration of investigative reporting and writing skills
- BAJMC-505.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weighta
Module I : Writing for Magazines	**25 %**
Indepth news analysis; Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	
Module II: Specialized writing	**25 %**
Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	
Module III: Investigative Reporting	**20 %**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends; Relevant Case studies: Indian and International	
Module IV: Editing & Page Layout	
Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	**30 %**

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

E. 1. Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.

F. 2. Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.

G. 3. Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.

H. 4. Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.

I. 5. Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

J. 6. Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.

K. 7. Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.

L. 8. French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

Lecture Plan:

M. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
2	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
3	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
4	Page 3 and lifestyle reporting	Lecture	BAJMC	Mid Term-

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	Science and Technology reporting; Environmental reporting		505.1	1, Quiz & End Sem Exam
5	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
6	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
7	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
8	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
9	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
10	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
11	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
12	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
13	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
14	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
15	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting model;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
16	Page 3 and lifestyle reporting Science and Technology	Lecture	BAJMC-505.2	Mid Term-1, Quiz &

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	reporting; Environmental reporting			End Sem Exam
17	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
18	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
19	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
20	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
21	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
22	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
23	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
24	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
25	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
26	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
27	Headlines – techniques, styles, purposes, kinds of headlines; Scenario	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
28	Headlines – techniques, styles, purposes, kinds of	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem

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	headlines;			Exam
29	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
30	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
31	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
32	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.4	Mid Term-2, Quiz & End Sem Exam
34	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam
35	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam
36	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam

N. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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BAJMC -505	Students will gain a profound grasp of key concepts to Write various types of features for magazines	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC -505	The course will empower students to Produce stories for specialized genres such as travel, lifestyle, disaster reporting.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -505	They will develop editing and Page Layout planning skills.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -505	This includes a detailed exploration Demonstration of investigative reporting and writing skills	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -505	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	communication															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2017-18						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-505 Specialized Writing and Editing		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Students will gain a profound grasp of key concepts to
Write various types of features for magazines
CO2: They will develop editing and Page Layout planning skills.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is specialized writing, and how does it differ from general writing?	3
CO1	Q.2a	What role does research play in specialized writing and editing?	3
	Q.2b	How do you tailor language and tone in specialized writing to suit different audiences?	3
CO1	Q.3	How does technology impact specialized writing and editing processes?	6
CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	How do specialized writers and editors adapt their processes for projects with tight deadlines or fast-paced industries like journalism or public relations?	3

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	Q.5b	What ethical considerations are unique to specialized writing and editing, such as in fields like academic publishing or medical documentation?	3
CO2	Q 6	In what ways do specialized writers and editors contribute to maintaining brand voice and consistency in marketing materials?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Writing and Editing***/Course code BA***JMC-505*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : **Digital Animation & Sound**
Course Code : JMC 506, Crédits : 2, Session : 2017-18 (ODD), Class BAJMC 5th Sem
Faculty Name : Anshul Jain

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-506.1- Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.
- BAJMC-506.2- Demonstrate the ability to create visually compelling animated sequences using a variety of techniques, such as 2D or 3D animation.
- BAJMC-506.3- Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.
- BAJMC-506.4- Develop critical thinking skills by analyzing and critiquing animated works, identifying strengths and areas for improvement.
- BAJMC-506.5- Explore the relationship between sound and animation, learning how to synchronize audio with visual elements effectively.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weighta
Module I	**25%**
Introduction to computers, various generations of computers, computer hardware/software Introduction to graphics, designing the graphics. Graphics-its role in instructional and educational programmes, Communication principles.	
Module II	**50%**
Computer graphics concepts, Bitmap graphics, resolution, color, file formats, composition Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	
Module III	**25%**
An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects; 2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994

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- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
4	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
5	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
6	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
7	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
8	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
9	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
10	Graphics-its role in instructional and educational	Lecture	BAJMC-	Mid Term-

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	programmes, Communication principles.		506.1	1, Quiz & End Sem Exam
11	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
12	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
13	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
14	Graphics-its role in instructional and educational programmes, Communication principles.	Practical	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
15	Computer graphics concepts, Bitmap graphics, resolution,	Practical	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
16	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
17	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
18	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
19	color, file formats, composition	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
20	color, file formats, composition	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
21	color, file formats, composition	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
22	Animation: Meaning & importance, Animation	Lecture	BAJMC-506.3	Mid Term-2, Quiz &

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	techniques, Paper animation, Cell animation, computer animation and its application.			End Sem Exam
23	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
24	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
25	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
26	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
27	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
28	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
29	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
30	An introduction to the process of 2D and 3D	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem

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	computer animation, using various software, image processing and special effects;			Exam
31	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
32	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
33	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.4	Mid Term-2, Quiz & End Sem Exam
34	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam
35	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam
36	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Theory	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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BAJMC -506	Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC -506	Demonstrate the ability to create visually compelling animated sequences using a variety of techniques, such as 2D or 3D animation.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -506	Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -506	Develop critical thinking skills by analyzing and critiquing animated works,	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	identifying strengths and areas for improvement.															
BAJMC -506	Explore the relationship between sound and animation, learning how to synchronize audio with visual elements effectively.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2017-18						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-506 Digital Animation & Sound		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.
CO2: Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the primary differences between traditional animation techniques and digital animation methods?	3

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CO1	Q.2a	How does the use of sound enhance the viewer's experience in digital animation?	3
	Q.2b	Can you explain the process of rigging in 3D animation, and why is it essential?	3
CO1	Q.3	What role does timing play in creating convincing character movements in digital animation?	6
CO2	Q.4	How do you approach character design in digital animation, considering factors like personality and movement style?	3
CO2	Q.5a	What are some common challenges faced when synchronizing sound effects and music with animated sequences, and how can they be overcome?	3
	Q.5b	How has the advancement of technology influenced the evolution of digital animation over the years?	3
CO2	Q 6	Can you discuss the importance of copyright and intellectual property rights in digital animation production?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Animation & Sound*** Course code ***JMC-506*** is level 2 for the academic year 2017-2018.

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Amity School of Communication
Course Handout
Course Name : **Media Planning**
Course Code : JMC 507, Crédits : 3, Session : 2017-2018 (ODD), Class BAJMC 5th Sem
Faculty Name : Dr Dhruv Sabharwal

Introduction: The course aims at teaching process by which media selects positions by companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-507.1- Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy.
- JMC-507.2- Develop proficiency in utilizing media research tools and data analysis techniques to inform media planning decisions.
- JMC-507.3- Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.
- JMC-507.4- Explore the ethical considerations and legal regulations relevant to media planning, such as advertising standards and consumer privacy laws.
- JMC-507.5- Analyze case studies and real-world examples to understand best practices and industry trends in media planning across various sectors and markets.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents:	**Weightage**
Module I: Media Planning	**30%**
Introduction to Media Planning(MP); Defining Media Planning; Objectives of MP; Importance of MP in the current scenario; Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	
Module II: Media: An Overview	**30%**
Media types characteristic of major media forms; Internet –the big medium; ATL & BTL Media; Electronic media; Outdoor Advertising; Transit advertising	
Module III: Media Planning Process	**40%**
Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
4	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
5	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
6	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
7	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
8	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
9	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem

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				Exam
10	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
11	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
12	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
13	Media types characteristic of major media forms; Internet – the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
14	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
15	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
16	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
17	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
18	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
19	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
20	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
21	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam

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22	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
23	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
24	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
25	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
26	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
27	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
28	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
29	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
30	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
31	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
32	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
33	Media budgeting (Traditional & Modem	Lecture	BAJMC-	Mid Term-

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	methods); Media Buying functions; New trends in Media Buying		507.4	2, Quiz & End Sem Exam
34	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam
35	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam
36	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-507	Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -507	Develop proficiency in utilizing media research tools and data analysis techniques to inform media planning decisions.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -507	Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -507	Explore the ethical considerations and legal regulations relevant to media planning, such as advertising standards and consumer privacy laws.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -507	Analyze case studies and real-world examples to understand best practices	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	and industry trends in media planning across various sectors and markets.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2017-18						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-507 Media Planning		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy. CO2: Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does media planning contribute to achieving marketing objectives and enhancing brand visibility?	3
CO1	Q.2a	How do media planners determine the appropriate mix of traditional and digital media channels for a campaign?	3
	Q.2b	Can you explain the concept of reach and frequency in media planning and its significance for campaign success?	3

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CO1	Q.3	How do demographic and psychographic factors influence media selection decisions?	6
CO2	Q.4	How does media planning differ for local, national, and international campaigns?	3
CO2	Q.5a	How do media planners navigate budget constraints while maximizing the impact of advertising spend?	3
	Q.5b	In what ways do media planners adapt their strategies to account for changing consumer preferences and media consumption habits?	3
CO2	Q 6	Can you discuss the role of creativity and innovation in developing compelling media strategies?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Planning*** Course code ***JMC-507*** is level 2 for the academic year 2017-2018.

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Course Handout
Course Name : **Media Laws & Ethics**
Course Code : BAJMC 601, Crédits : 3 , Session : 2017-18 (EVEN), Class BAJMC 6th Sem
Faculty Name : Satnam Singh

Introduction: The course aims at encompassing the legal regulations and moral standards governing journalistic practices and media content. With increasing scrutiny and evolving digital landscapes, navigating the complexities of free speech, privacy rights, and responsible reporting is paramount. Understanding these principles is essential for media professionals to uphold integrity, transparency, and accountability in their work.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-601.1- Understand the historical development and evolution of media laws and ethical standards.
- BAJMC-601.2- Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.
- BAJMC-601.3- Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.
- BAJMC-601.4- Examine case studies and real-world scenarios to apply legal and ethical principles to contemporary media issues.
- BAJMC-601.5- Discuss the role of media watchdogs, regulatory bodies, and professional organizations in upholding ethical standards and accountability.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End	A	5%

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	Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Media Ethics	**30%**
Ethics: Definition and Context; Ethics in Journalism; Code of conduct for Journalists; Press Council and its Role; Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties; Guest lectures on ethical issues in media by Industry experts.	
Module II: Media Laws	**35 %**
Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy Copyright; Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	
Module III : Media Regulation	**35 %**
Regulation: Meaning & Context; Why regulate the media?; Regulatory bodies for print, broadcast, Films; Print media regulation; Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, O xford University Press

Any other Study Material:

- **http://thehoot.org/web/home/section.php?sectionId=7&sectionLevel=1&sectionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true**
- **http://indiatogether.org/c/media**
- **http://www.poynter.org/**
- **http://meejalaw.com/**
- **https://indialawyers.wordpress.com/category/media-ethics/**
- **https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/**

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
2	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
3	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
4	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
5	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
6	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
7	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
9	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
10	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
11	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
12	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
13	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
15	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
16	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
17	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
18	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam

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19	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
20	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
21	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
22	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
23	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
24	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
25	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
26	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
27	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
28	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
29	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
30	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
31	Regulatory bodies for print,	Lecture	BAJMC-	Mid Term-

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	broadcast, Films; Print media regulation		601.3	2, Quiz & End Sem Exam
32	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
33	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.4	Mid Term-2, Quiz & End Sem Exam
34	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam
35	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam
36	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-601	Understand the historical development and evolution of media laws and ethical standards.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -601	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -601	Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -601	Examine case studies and real-world scenarios to apply legal and ethical principles to contemporary media issues.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -601	Discuss the role of media watchdogs, regulatory bodies, and professional organizations in upholding ethical standards	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	and accountability.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2017-18						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-601 Media Laws & Ethics		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Understand the historical development and evolution of media laws and ethical standards.
CO2: Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does Media Laws & Ethics contribute to achieving marketing objectives and enhancing brand visibility?	3
CO1	Q.2a	What are the primary legal principles that govern media activities, and how do they vary across different jurisdictions?	3
	Q.2b	How do media laws address issues of privacy, especially in the context of reporting on public figures?	3
CO1	Q.3	What are the ethical considerations surrounding the use of anonymous sources in journalism, and how do media organizations navigate them?	6
CO2	Q.4	How do media laws protect freedom of speech and freedom of the press, and what are the limitations on these freedoms?	3

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CO2	Q.5a	How do defamation laws differ between the United States and other countries, and what impact do these differences have on journalistic practices?	3
	Q.5b	Can you explain the concept of copyright law as it applies to media content, and how do media organizations ensure compliance?	3
CO2	Q 6	What ethical considerations arise when reporting on marginalized or vulnerable communities, and how do media organizations address them?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Laws & Ethics*** Course code BA***JMC-601*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : **Multimedia & Convergence**
Course Code : JMC 602 Crédits : 3 , Session : 2017-18 (EVEN), Class BAJMC 6th Sem
Faculty Name : Anshul Jain

Introduction: This course focuses on the design and evaluation of multimedia learning and teaching environments in higher education settings as well as corporate training contexts. Students are introduced to principles of multimedia design based on cognitive theories and constructivist approaches to learning. Near completion, students are exposed to further case studies and develop their own concept for a multimedia project. This course will focus on the design of educational multimedia for libraries and media centers, to facilitate an understanding of how to create and design user-centered, instructional multimedia, to provide hands-on experience in multimedia production, including digitization of images, sounds, animation and video, and hypertext authoring.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-602.1- Students will be able to describe and apply Multimedia software in various ways.
- BAJMC-602.2- They also will be able to interpret and operate on the various principles of multimedia design.
- BAJMC-602.3- Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..
- BAJMC-602.4- Explore the cultural, social, and economic implications of multimedia convergence on society..
- BAJMC-602.5- Collaborate effectively in interdisciplinary teams to create multimedia projects that integrate various media formats..

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I – Introduction to Multimedia	**30%**
Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc); Characteristics of multimedia, Constraints of multimedia; Application of multimedia in various industries, Challenges of multimedia.	
Module II – Video Production	**35%**
Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts; Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth. Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	
Module III – Adobe Flash	**35%**
Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation (Project - walking animation with bone tool); Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Underdahl, Brian - Macromedia Flash Mx: A Beginner's Guide
- T. M. Savage and K.E. Vogel - An Introduction to Digital Multimedia
- Karen S. Ivers and Ann E. Barron - Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition
- Adobe Creative Team - Adobe Flash Professional CS5 Classroom in a Book
- BPB Publication - Learn DreamWeaver in 21 days
- Tay Vaughan-Tata McGraw Hill - Multimedia-Making it works-Fourth Edition

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
4	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
5	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
6	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
7	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
9	Application of multimedia in	Lecture	BAJMC-	Mid Term-

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	various industries, Challenges of multimedia.		602.1	1, Quiz & End Sem Exam
10	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
11	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
12	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
13	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
14	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Practical	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
15	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Practical	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
16	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
17	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
18	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
19	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
20	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem

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	Editing Techniques – Adobe Sound Booth.			Exam
21	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
22	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
23	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
24	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
25	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
26	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
27	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
28	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam

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29	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
30	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
31	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
32	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
33	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.4	Mid Term-2, Quiz & End Sem Exam
34	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam
35	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam
36	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Theory	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam

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F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-602	Students will be able to describe and apply Multimedia software in various ways.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-602	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC-602	Demonstrate proficiency in creating multimedia content using a variety of tools and technologies ..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC-602	Explore the cultural, social, and economic implications of multimedia convergence on society..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**



BAJMC -602	Collaborate effectively in interdisciplinary teams to create multimedia projects that integrate various media formats..	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2017-18						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-602 Multimedia & Convergence		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: • Students will be able to describe and apply Multimedia software in various ways. CO2: Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is multimedia convergence, and how has it transformed the media landscape in recent years?	3

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CO1	Q.2a	Can you discuss the impact of digital technologies on the convergence of multimedia content across various platforms?	3
	Q.2b	What role does user-generated content play in the convergence of multimedia, and how do media organizations curate and manage such content?	3
CO1	Q.3	How do multimedia platforms address issues of accessibility and inclusivity to ensure their content reaches a wide audience?	6
CO2	Q.4	What are some challenges and opportunities for multimedia convergence in the era of social media and participatory culture?	3
CO2	Q.5a	How do multimedia journalists and content creators navigate ethical considerations in the production and dissemination of converged media content?	3
	Q.5b	Can you discuss the role of data analytics and audience insights in shaping multimedia convergence strategies for media organizations?	3
CO2	Q 6	How does multimedia convergence impact traditional media industries such as print, radio, and television, and what strategies do they employ to stay relevant in a converged media landscape?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Multimedia & Convergence*** Course code BA***JMC-602*** is level 2 for the academic year 2017-18.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : **Fiction Production**
Course Code : BAJMC 603 Crédits : 3 , Session : 2017-18 (EVEN), Class BAJMC 6th Sem
Faculty Name : Sandesh Mahajan

Introduction: This course focuses on the design and evaluation of Fiction production which encompasses the creative process of crafting imaginative narratives across various mediums, including literature, film, television, and digital platforms. From conceptualization to publication, it involves storytelling techniques, character development, world-building, and narrative structure, aiming to captivate audiences with compelling and immersive fictional experiences

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-603 .1- Analyze various storytelling techniques and narrative structures employed in fiction production..
- BAJMC-603 .2- Apply principles of world-building to construct immersive fictional settings that enhance narrative depth..
- BAJMC-603 .3- Demonstrate proficiency in creating multimedia content using a variety of tools and technologies
- BAJMC-603 .4- Develop strategies for navigating the publishing and production process in the fiction industry.
- BAJMC-603 .5- Explore ethical considerations and responsibilities inherent in the creation and dissemination of fictional content.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
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	Mid Term 2		
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Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Introduction	**35%**
Making of a 28 minute fiction show: What is fiction? types of shows, Idea generation, Target audience Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	
Module II: Pre-Production & Production	**35%**
Screenplay, Scripting, Songs/music/ lyricist, Shooting:location, cast, costume, technical set up, music.	
Module III: Post- Production	**30%**
Editing:voice over, video, sound, ambience, effects, graphics, Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Television Production By Gerald Millerson, Jim Owens
- Television Production Handbook
- By Herbert Zettl
- Studio Television Production and Directing: Studio-Based Television ...
- By Andrew Utterback

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
2	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
3	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
4	Idea generation, Target audience	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
5	Idea generation, Target audience	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
6	Idea generation, Target	Lecture	BAJMC-	Mid Term-

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	audience		603 .1	1, Quiz & End Sem Exam
7	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
8	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
9	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
10	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
11	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
12	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
13	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
14	Making of a 28 minute fiction show:	Practical	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
15	Screenplay, Scripting, Songs/music/ lyricist,	Practical	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
16	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
17	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
18	Screenplay, Scripting,	Lecture	BAJMC-	Mid Term-

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	Songs/music/ lyricist,		603 .2	1, Quiz & End Sem Exam
19	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
20	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
21	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
22	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
23	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
24	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
25	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
26	Shooting:location, cast, costume, technical set up, music.	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
27	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
28	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
29	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
30	Editing:voice over, video,	Practical	BAJMC-603 .3	Mid Term-2, Quiz &

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	sound, ambience, effects, graphics			End Sem Exam
31	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
32	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
33	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .4	Mid Term-2, Quiz & End Sem Exam
34	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam
35	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam
36	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-603	Analyze various storytelling techniques and narrative structures	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	employed in fiction production..															
BAJMC -603	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -603	Demonstrate proficiency in creating multimedia content using a variety of tools and technologies ..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -603	Develop strategies for navigating the publishing and production process in the fiction industry...	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -603	Explore ethical considerations and responsibilities inherent in the creation and dissemination of fictional content...	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2017-18						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-603 Fiction Production		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Analyze various storytelling techniques and narrative structures employed in fiction production..
CO2: Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key steps involved in the fiction production process, from initial idea generation to final publication or release?	3
CO1	Q.2a	How do fiction producers collaborate with writers, directors, and other creative professionals to bring a story to life across different mediums?	3
	Q.2b	Can you discuss the role of audience research and market analysis in informing fiction production decisions?	3
CO1	Q.3	What are some common challenges faced by fiction producers, and how do they overcome them to deliver high-quality content?	6
CO2	Q.4	How do fiction producers balance creative vision with commercial considerations when developing and producing new projects?	3

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CO2	Q.5a	Can you explain the impact of technological advancements on fiction production, such as CGI effects or digital distribution platforms?	3
	Q.5b	What ethical considerations arise in fiction production, particularly regarding representation, authenticity, and cultural sensitivity?	3
CO2	Q 6	In what ways do trends in popular culture and current events influence the themes and content explored in fiction production across different mediums?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fiction Production*** Course code *BA**JMC-603*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : **Client Servicing & Copywriting**
Course Code : BAJMC 604, Crédits : 2, Session : 2015-18 (EVEN), Class BAJMC 6th Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to immerse students in Advertising copywriting is a creative communication form based upon a sense of artistry. The course will detail how account planning and client servicing relate to advertising industry.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-604.1- The course designed to familiarize the students with the concept of copy writing as selling through writing
- BAJMC-604.2- The course will empower students to enhance their media literacy skills, the course will help students develop writing skills.
- BAJMC-604.3- They will develop the ability to discern and interpret media messages, course will train students to generate, develop and express ideas effectively
- BAJMC-604.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.
- BAJMC-604.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Client Servicing and Account Planning	**30 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Copywriting	**40%**

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Attributes of good copywriter; Principles of copy writing Writing for Print Media: Headlines, base lines, sub headlines, body copy, slogan, caption and structuring the copy. Writing for Radio: Characteristics of radio environment, Message strategy, Writing the radio script, Radio production process Writing for Television: Writing scripts, developing story boards, briefing the producer, pre-production, shooting and post production. Writing for Outdoor; Writing for Internet Use of non verbal communication: colors, shapes, gestures. Types of copy: Advertorial, Infomercial, Comparative copy, Copy for different languages	
Module III: Copywriting for Specialized areas	**30 %**
Corporate advertising; Financial advertising; Recruitment ads; Retail advertising; Local advertising; Classified ads; Fashion and lifestyle ads; Trade advertising; PR advertising; Public Service ads; Awareness ads; Rural advertising	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

- Lectures
- Copy writing exercises
- Presentations
- Visual aids
- Analysis of copy in different ads
- Assignments
- Question-discussion

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Assignments**	70
Weightage (%)	15	05	10	

D. Suggested Text/Reference Books:

E. Bly, Robert W, The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells, Holt Publishers.

F. Advertising Copywriting, Grid, NY

G. Jeweler Jerome, Creative Strategies in Advertising, Wadsworth

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H. Kelley & Jugenheimer, Advertising Media Planning: A Brand Management Approach, Prentice India, New Delhi.

I. Lecture Plan:

J. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Client Servicing and Account Planning: Concept, Definition, Elements;	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Scope and Benefits of Client Servicing	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
3	Service Marketing- Relevance, Importance	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
4	Audience and Media Fragmentation	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
5	Client Agency Relationship	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
6	Client Servicing Vs Account Planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
7	Evolution of account planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
8	Structure of account planning department ;	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
9	Scope, need and importance of account planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
10	Role of account planner	Lecture	BAJMC 604.1	Mid Term-1, Quiz &

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				End Sem Exam
11	New Media and Account Planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
12	Attributes of good copywriter;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
13	Principles of copy writing ;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
14	Writing for Print Media: Headlines, base lines, sub headlines;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for Radio: Characteristics of radio environment	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
16	Message strategy	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
17	Writing the radio script, Radio production process	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
19	developing story boards	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
20	briefing the producer, pre-production	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
21	shooting and post production.	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for Outdoor; Writing for Internet	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem

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				Exam
23	Use of non-verbal communication: colors, shapes, gestures.	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
24	Types of copy: Advertorial, Infomercial	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
25	Comparative copy, Copy for different languages	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
26	Corporate advertising; Financial advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
27	Recruitment ads; Retail advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
28	Local advertising;	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
29	Classified ads; Fashion and lifestyle ads	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
30	Trade advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
31	PR advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
32	Public Service ads; Awareness ads	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam

K. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-604.1	The course designed to familiarize the students with the concept of copy writing as selling through writing	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-604.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC-604.3	The course will train students to generate, develop and express ideas effectively	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC-604.4	To make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC-604.5	The course will also help develop knowledge of major media characteristics and buying advertising	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	space in them and															

Sample Question Paper

Amity School of Communication VI MID-SEMESTER (SEM –VI) 2017-18						
Class: BAJMC.VI Semester						
Subject Name: BAJMC-604 Client Servicing & Copywriting		Time: 1.5 Hrs.		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of client servicing to advertising industry. .CO2: Basic principles and rules of copy writing.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept of media buying and planning	3
CO1	Q.2a	What is advertising campaign?	3
	Q.2b	How will you choose the best media to promote your advertisement?	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development with regards to advertisement.	6
CO2	Q.4	Define a copy writing theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	What is media literacy? Why radio plays a crucial role in media literacy	3
	Q.5b	What is story boarding dynamics?	3

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CO2	Q 6	Analyze the impact of a radio and visual communication on shaping media content and influencing message interpretation.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Client Servicing & Copywriting***/Course code ***BAJMC-604*** is level 2 for the academic year 2017-2018.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : **Radio Programming**
Course Code : BAJMC 605, Crédits : 3, Session : 2015-18 (EVEN), Class BAJMC 6th Semestre
Faculty Name : Sayantani Roy

Introduction: The course objective is to make the students understand radio journalism in India. This will give an insight into changing trends in radio programming. It will help the students to learn the techniques used to conceptualize a program how to write script of different program genres finally make them aware of the production process used in Radio for programming.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-605.1- The course designed to will recognize the importance of professional responsibilities needed.
- BAJMC-605.2- The course will empower students to identify the technicalities as well as the terminologies used for Radio Programmes.
- BAJMC-605.3- They will will be able to learn how to express concepts with the help of words that create impact.
- BAJMC-605.4- This includes a detailed exploration to make the students well versed with the entire production process.
- BAJMC-605.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: GENERAL AWARENESS ABOUT RADIO PROGRAMMES	**30 %**
History of Radio Programmes; Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process	
Module II: SCRIPTING FOR RADIO PROGRAMMES	**30%**
Program Planning; Broadcasting Guidelines; Scripts for various Radio Program; Conceptualization and Ideation: Show Designing; Radio Program production: Interviews, Radio Talk, Discussions, Review Program different languages	
Module III: DIFFERENT PROGRAMME FORMATS	**40 %**
Production of Musical Programs; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programs	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

1. Class lectures
2. Class discussion
3. Visit to Radio Station
4. Practical classes in radio stations.
5. Students project in the form of assignments related to various radio programme format

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Suggested Text/Reference Books:

- News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah
- This is ALL India Radio, U.L Baruah, Publications Division
- Broadcasting in India, P.C. Chattergee, Sage New Delhi.
- Broadcast Journalism, Boyd Andrew, Focal PressLondon.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Radio Programmes	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
2	Radio Program Formats	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
3	Latest trends of Radio Program	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
4	Programme Planning	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
5	Broadcasting Guidelines	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
6	Scripts for various Radio Program	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
7	Conceptualization and Ideation	Lecture	BAJMC 605.1	Mid Term-1, Quiz &

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				End Sem Exam
8	Show Designing;	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
9	Radio Programme production	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
10	Interviews	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
11	Radio Talk	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
12	Discussions	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
13	Review Programmes	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
14	Production of Musical Programmes	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
15	Best use of Music database	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
16	Talk show	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
17	Discussion Programme	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
18	Drama/Skits	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
19	Radio documentaries and Feature	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem

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				Exam
20	Advertisements	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
21	shooting and post production.	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
22	Promos	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
23	Jingles	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
24	Telephonic Program	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
25	Radio editing	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
26	Corporate show	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
27	Radio promo	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
28	Local advertising;	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
29	Classified ads; Fashion and lifestyle ads on radio	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
30	FM Vs AM	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
31	Vividh Bharati	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam

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32	Radio news	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
33	Public Service ads; Awareness ads on radio	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
34	Radio structure	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
35	Radio terminologies	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
36	project	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	PO12	PSO1	PSO2	PSO3
BAJMC-605.1	The course designed to familiarize the students with the concept of radio writing as communication medium	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-605.2	The course will help students develop communication skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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BAJMC-605.3	The course will train students to generate, develop and express ideas effectively	3	2	2	2	2	2	3	3	3	2	3		3	3	3
BAJMC-605.4	To make the students well versed with the Principles and Practices to radio writing and of develop the scripting, visualization skills and intricacies of radiowriting.	3	3	2	3	2	2	3	2	1	2	3		3	2	1
BAJMC-605.5	The course will also help develop knowledge of major media characteristics and process of production	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication VI MID-SEMESTER (SEM –VI) 2017-18						
Class: BAJMC.VI Semester						
Subject Name: BAJMC-605 Radio Programming		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
CO Map	Question No.	Question				Marks

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CO1	Q.1	What is the primary purpose of radio writing?	3
CO1	Q.2a	How does radio writing utilize sound effects to enhance storytelling?	3
	Q.2b	How important is pacing in radio writing, and how is it achieved?	3
CO1	Q.3	What are the key differences between radio writing and writing for other mediums like television or print?	6
CO2	Q.4	What are some common formats used in radio writing?	3
CO2	Q.5a	How do you create engaging characters in radio scripts?	3
	Q.5b	What techniques can be used to effectively convey emotion in radio writing?	3
CO2	Q 6	How does radio writing adapt to different genres, such as comedy, drama, or news broadcasting?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Programming***/Course code ***BAJMC-605*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course: BAJMC, (Corporate Communication & Brand Management)
Course Code : BAJMC 606, Credits : 03, Session :2017-18 (Even Sem.), Class : BAJMC. 6th Sem
Faculty Name : Aditya Kumar Shukla

A. Introduction: This course is meant to develop strategic communication skills for corporate environments, focusing on brand management. Enhance understanding of brand identity, crisis communication, and stakeholder engagement, fostering effective corporate communication strategies and image building.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 606.1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

BAJMC 606.2: To enable the students to integrate various functions with organizational goals and strategies.

BAJMC 606.3: To provide hands-on training on planning and production of brand and social campaigns.

BAJMC 606.4: To provide skills on various relevant software especially in media planning and production of campaigns.

BAJMC 606.4: Enable students to understand brand management strategies in the surrounding area.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	**25 %**
Descriptors/Topics **Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).**	
Module II: Corporate Communication Strategies and Tools & Applications	

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Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC	**25%**
Module III: Brand Management	
Descriptors/Topics **The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building:** **The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?,**	**25 %**
Module IV: Integrated Mass Communication and Planning	**25 %**
Descriptors/Topics **Meaning and Evaluation of IMC, Key elements &Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.** **IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation,** **IMC and Ethical, Social, and Legal Issues, IMC and Measuring Effectiveness**	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
- DAVID AAKER: Building Strong Brands (Free Press, 1995)

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- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
- HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd.

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	***Defining Corporate Communication. Why Corporate Communication Is Important?,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
2	***Defining And Segmenting Stakeholders In Corporate Communication,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
3	***Various Kinds Of Organizational Communications, Elements Of A Corporate Communication Plan,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
4	***Trade Media And Its Relevance In CC, Media (Press Kits,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
5	***Developing Media Linkages,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
6	***Press Releases-Announcements,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
7	***Trend Press Releases,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
8	***Feature Study Releases,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End

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				Sem Exam
9	***Major Announcements,***	Lectur e	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
10	***Corporate Communication Strategies And Tools & Applications:***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
11	***Crisis Communication, Corporate Image Management, Corporate Identity,***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
12	***Events, Sponsorships, Trade Shows, Corporate Advertising,***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
13	***CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
14	***Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics In CC***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
15	***Public Affairs/Government Relations***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
16	***/Advocacy/ Lobbying/,***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
17	***Case Studies, Laws & Ethics In CC***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
18	***Laws & Ethics In CC***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
19	***Brand Management: The Concept Of A Brand,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam

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20	***Characteristics Of Brands (Generic, Expected, Augmented, Potential),***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
21	***The Importance Of Brand Planning, Issues Influencing Brand Potential,***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
22	***Understanding The Branding Process And Advertising Perspective,***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
23	***Brand Positioning, Brand Benefits,***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
24	***Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
25	***Understanding Brand Management, Digital Brand Building: The FLIRT Model,***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
26	***What Is A Global Brand?***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
27	***How Can Indian Brands Become Global?***	Lecture	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
28	***Product Research— Important Tools And Analysis, Brand Anatomy,***	Lecture	**BAJMC 606.4**	Mid Term-1, Quiz & End Sem Exam
29	***Strategy And Structure, Brand-Positioning, Personality, Image,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
30	***Brand Extensions-Advantages & Pitfalls, Brand Architecture,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam

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31	***How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And***	Lectur e	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
32	***The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,***	Lectur e	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
33	***The Making Of Indian & Global Brands,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
34	***Leveraging Secondary Brand Associations***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
35	***To Build Brand Equity,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
36	***Various Case Studies***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam

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H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 606.1	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication	3	3	1	3	1				2		2	1			

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	and Brand Manage ment															
BAJMC 606.2	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2		1	1			
BAJMC 606.3	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3		3	1			
BAJMC 606.4	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1		2	1			
BAJMC 606.4	Enable student s to underst and brand manage ment strategi es in the surroun ding area.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM–6) 2017-18						
Class: BAJMC-6th Semester						
SubjectName: Corporate Communication & Brand Management BAJMC 606		Time: 1.5 Hrs			Max.Marks:30	
Levels of thequestions as perBloomsTaxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management
CO2: To enable the students to integrate various functions with organizational goals and strategies.

COMap	Question No.	Question	Marks
CO1	Q.1	What are different types of stakeholder in an organization?	3
CO1	Q.2a	What is corporate identity? Write down the difference between logo, identity and image?	3
	Q.2 b	State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity	3
CO2	Q.3	Explain the term perceptual mapping.	6
CO2	Q.4	Write down the tools that are used for market research	3
CO3	Q.5a	"New media technology has made advertisement messages more effective". Explain	3
	Q.5 b	What the different features of crisis.	3
CO3	Q6	Elaborate crisis management? Cite few types of crisis that can emerge in an organization.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communication & Brand Management** /Course code ***BAJMC 606*** is level **3** for the academic year 2017-2018.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course: Theories of Communication
Course Code : MAJMC 101, Crédits : 03, Session: 2017-18 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Sayantani Roy

A. Introduction: The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

B. Course Outcomes: At the end of the course, students will be able to:

- **MAJMC101.1**. Understand the communication process.
- **MAJMC101**.2: Understand different school of thoughts for communication
- **MAJMC101.3**. Learn about the different models of communication.
- **MAJMC101.4**. Learn about the different theories of communication
- **MAJMC101.5:** Learn about the importance of communication in today's context

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and

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films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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	Weightage (%)
Module I Understanding Communication	**20%**
Descriptors/Topics Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process)	
Module II Different Thoughts of Communication	**20%**
Descriptors/Topics Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	
Module III Models of Communication	**20%**
Descriptors/Topics Linear Models (Laswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	**40%**
Descriptors/Topics Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

D. Syllabus

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II.

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Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980
- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding Communication	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, Basic Concepts, Definition, Nature, Process and Functions	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Communication	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
4	Different Schools of Communication	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
5	Semiotics, Process	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
6	Different Thoughts of Communication	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
7	Indian Perspectives - Sadharanikaran	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
8	Other Seminal Thoughts	Lecture	MAJMC 101.1	Mid Term-1, Quiz & End

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				Sem Exam
9	Early European Perspectives	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
10	Rhetoric	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
11	Aristotle	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
12	Sophists	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
13	Modern Perspectives	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
14	Technological Determinism	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
15	Media System	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
16	Factors and Theories	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
17	Authoritarian	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
18	Libertarian	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
19	Socialistic	Lecture	MAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
20	Social Responsibility	Lecture	MAJMC 101.3	Mid Term-1, Quiz & End Sem Exam
21	Development Theory	Lecture	MAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
22	Models of Communication	Lecture	MAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
23	Linear Models- Laswell	Lecture	MAJMC 101.3	Mid Term-2, Quiz & End Sem Exam

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24	Linear Models- Shannon-Weaver	Lecture	MAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
25	Linear Models- Barlow's Scar	Lecture	MAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
26	Circular Model- Schramm-Osgood	Lecture	MAJMC 101.4	Mid Term-2, Quiz & End Sem Exam
27	Circular Model- Dance Helical Model	Lecture	MAJMC 101.4	Mid Term-2, Quiz & End Sem Exam
28	Triangular Model- Newcomb's Abx Model	Lecture	MAJMC 101.4	Mid Term-2, Quiz & End Sem Exam
29	Gerbner Model	Lecture	MAJMC 101.4	Quiz & End Sem Exam
30	Westley & Maclean's Model	Lecture	MAJMC 101.5	Quiz & End Sem Exam
31	Jacobson Model	Lecture	MAJMC 101.5	Quiz & End Sem Exam
32	Theories of Mass Communication: Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory	Lecture	MAJMC 101.5	Quiz & End Sem Exam
33	Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach	Lecture	MAJMC 101.5	Quiz & End Sem Exam
34	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	MAJMC 101.5	Quiz & End Sem Exam
35	, Dependency Theory, Critical Cultural Theory	Lecture	MAJMC 101.5	Quiz & End Sem Exam
36	Spiral of Silence	Lecture	MAJMC 101.5	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 101.1	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	-	-	**1**
MAJMC 101.2	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
MAJMC 101.3	Learn about the different models of communication..	2	1	1	2	-	-	-	-	-	1	-	-	**1**
MAJMC 101.4	Learn about the different theories of communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
MAJMC 101.5	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2017-18						
Class: MA(J&MC) I Semester						
Subject Name: MAJMC101 THEORIES OF COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6

Student will be able to
CO1: Understand the communication process
CO2: Learn about different Models and Theories of Communication

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain different types of communication.	3
CO1	Q.2a	Write about the origin and nature of communication.	3
	Q.2b	What are the basic functions of communication?	3
CO1	Q.3	Define sadharanikaran with suitable example.	6
CO2	Q.4	Discuss Laswell model of communication.	3
CO2	Q.5a	Explain Newcomb's ABX Model of Communication.	3
	Q.5b	Explain Two Step Flow Theory.	3
CO2	Q 6	Explain Spiral of Silence with suitable example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Communication** /Course code ***MAJMC 101*** is **level 1 for** the academic year 2017-18.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Print Journalism
Course Code : MAJMC 102. Crédits : 3, Session : 2017-18 (ODD), Class MAJMC 1st Semester
Faculty Name : Ashish Sharma

A. **Introduction:** In the Basics of Print Journalism course, the objective is to familiarise future media analysts and current affairs professionals with crucial skills in critical analysis, statistical methods, and data interpretation. The aim is to establish a robust understanding of intermediate to advanced analytical concepts, enabling students to adeptly navigate the intricacies of media analysis and stay well-informed about current affairs within their respective fields.

B. **Course Outcomes:** At the end of the course, students will be able to:

- MAJMC-102.1- Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports, and journalistic content
- MAJMC-102.2- Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.
- MAJMC-102.3- This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.
- MAJMC-102.4- The course will equip students with the capability to interpret complex data sets commonly encountered in journalism
- MAJMC-102.5- The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I: Media History	

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Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	**20 %**
Module II: Anatomy of News	**20 %**
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	**30 %**
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	**30 %**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises.

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co.
- Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*.
- Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th
- Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan
- Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
2	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
3	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
4	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
5	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
6	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
7	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
8	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
9	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam
10	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	MAJMC 102-1	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
11	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam
12	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam
13	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam
14	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Practical	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
15	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Practical	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam
16	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam
17	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam
18	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	MAJMC 102-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
19	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	MAJMC 102.3	Mid Term-1, Quiz & End Sem Exam
20	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	MAJMC 102.3	Mid Term-1, Quiz & End Sem Exam
21	Reporting for News Agency, Periodicals and Magazines	Lecture	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
22	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
23	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
24	Reporting for News Agency, Periodicals and Magazines	Lecture	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
25	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
26	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Practical	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
27	Reporting for News Agency, Periodicals and Magazines	Practical	MAJMC 102.3	Mid Term-2, Quiz & End Sem Exam
28	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MAJMC 102.4	Mid Term-2, Quiz & End Sem Exam
29	oof Reading, Typography, eadline, Photo Selection and	Practical	MAJMC 102.4	Mid Term-2, Quiz & End Sem

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	liting - Page Planning and Layout - portance of Editorial Policies.			Exam
30	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MAJMC 102.4	Mid Term-2, Quiz & End Sem Exam
31	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	MAJMC 102.4	Mid Term-2, Quiz & End Sem Exam
32	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MAJMC 102.4	Mid Term-2, Quiz & End Sem Exam
33	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	MAJMC 102.4	Mid Term-2, Quiz & End Sem Exam
34	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MAJMC 102.5	Mid Term-2, Quiz & End Sem Exam
35	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	MAJMC 102.5	Mid Term-2, Quiz & End Sem Exam
36	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Theory	MAJMC 102.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 102.1	Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports,	3	3	1	3	1				2		**3**	**2**	**1**

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	and journalistic content													
MAJMC 102.2	Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.	3	2	2	2	2				2		**2**	**3**	**3**
MAJMC 102.3	This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.	3	2	2	2	2				3		**3**	**3**	**3**
MAJMC 102.4	The course will equip students with the capability to interpret complex data sets commonly encountered in journalism	**3**	3	2	3	2				1		**3**	**2**	**1**
MAJMC 102.5	The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2017-18						
Class: MAJMC.I Semester						
Subject Name: MAJMC-102 BASICS OF PRINT JOURNALISM		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of the inverted pyramid style in print journalism, and how does it impact the way news stories are structured?.	3
CO1	Q.2a	How can journalists effectively balance the principles of accuracy and speed in reporting breaking news, especially in the age of digital media?	3
	Q.2b	Discuss the role of fact-checking in print journalism. Why is it crucial, and what are some common challenges journalists face in ensuring accuracy in their reporting?	3
CO1	Q.3	Explain the concept of objectivity in journalism. How can journalists strive to maintain objectivity in their reporting, and what challenges may arise in achieving this goal?	6
CO2	Q.4	In what ways do headlines and captions contribute to the overall impact of a print news article? How can journalists craft compelling and informative headlines that accurately represent the content?	3
CO2	Q.5a	What are the key elements of a well-structured news article, and how do they contribute to effective storytelling in print journalism?	3
	Q.5b	Describe the ethical considerations that journalists must navigate when reporting on sensitive topics. Provide examples	3

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		of how these considerations might influence decision-making in newsrooms.	
CO2	Q 6	How does the inverted pyramid style of writing benefit print journalism, and what types of news stories are best suited for this format?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Print Journalism /Course code ***MAJMC-102*** is level **2** for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Media Designing
Course Code : MAJMC 103, Credits: 3 Session : 2017-18 Class : MA J&MC I
Faculty Name : Sanjay Sikarwar

A. Introduction: "Media Designing" introduces students to the creative world of visual communication, covering essential design principles and tools. This course equips participants with the skills to craft compelling and visually impactful media content across various platforms.

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC 103.1 Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.

MAJMC 103.2 Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.

MAJMC 103.3 Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.

MAJMC 103.4 Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.

MAJMC 103.5 Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Basics of Design	**30%**
Descriptors/Topics Introduction of Design software, basic need, importance, impact, future. Design element, Design Principles. Application of design elements and	

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Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc). Different image file formats, after creating graphic files. Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	
Module II Typography	**25%**
Descriptors/Topics History of fonts, Sizes of fonts, (Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font	
Module III Designing Software	**45%**
Descriptors/Topics Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector And Raster Graphics, Use Of Text Wrap, Anchored Graphics And Rules, Various Palettes, Master Pages, Templates etc. Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference between Newspaper & Magazine layouts Creating layouts for Fashion feature or Business articles or News pages	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design

References

- YouTube Tutorials
- InDesign Website
- Adobe Website

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Design software	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
2	basic need, importance, impact	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
3	Design element,	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
4	Design Principles.	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
5	Application of design elements and Principles	Lecture	MAJMC 103.2	Mid Term-1, Quiz & End Sem Exam
6	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	MAJMC 103.2	Mid Term-1, Quiz & End Sem Exam
7	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
8	Different image file formats, after creating graphic files.	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
9	Color Modes, File Formats	Lecture	MAJMC 103.2	Mid Term-1, Quiz & End Sem Exam
10	Image resolution etc	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	MAJMC 103.3	Mid Term-1, Quiz & End Sem Exam
12	Choice and usage of images and colors in advertisements	Lecture	MAJMC 103.2	Mid Term-1, Quiz & End Sem Exam
13	History of fonts	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
14	Sizes of fonts	Lecture	MAJMC	Mid Term-1,

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			103.3	Quiz & End Sem Exam
15	digital typesetting	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
16	editing, creation of headlines using appropriate font	Lecture	MAJMC 103.4	Mid Term-1, Quiz & End Sem Exam
17	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	MAJMC 103.1	Mid Term-1, Quiz & End Sem Exam
18	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	MAJMC 103.3	Mid Term-1, Quiz & End Sem Exam
19	Creation of Advertisements	Lecture	MAJMC 103.4	Mid Term-1, Quiz & End Sem Exam
20	Importation and Movement of Copy and Images	Lecture	MAJMC 103.2	Mid Term-1, Quiz & End Sem Exam
21	Vector And Raster Graphics,	Lecture	MAJMC 103.1	Mid Term-2, Quiz & End Sem Exam
22	Use Of Text Wrap	Lecture	MAJMC 103.3	Mid Term-2, Quiz & End Sem Exam
23	Anchored Graphics And Rules	Lecture	MAJMC 103.4	Mid Term-2, Quiz & End Sem Exam
24	Various Palettes	Lecture	MAJMC 103.3	Mid Term-2, Quiz & End Sem Exam
25	Master Pages	Lecture	MAJMC 103.2	Mid Term-2, Quiz & End Sem Exam
26	Templates	Lecture	MAJMC 103.4	Mid Term-2, Quiz & End Sem Exam
27	Corporate Identity: Usage of Types & Fonts	Lecture	MAJMC 103.4	Mid Term-2, Quiz & End Sem Exam
28	Color schemes	Lecture	MAJMC 103.5	Mid Term-2, Quiz & End Sem Exam
29	Punch line, Orientation	Lecture	MAJMC	Quiz & End Sem

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			103.4	Exam
30	Corporate Stationary	Lecture	MAJMC 103.5	Quiz & End Sem Exam
31	Logo	Lecture	MAJMC 103.5	Quiz & End Sem Exam
32	Letterhead design	Lecture	MAJMC 103.2	Quiz & End Sem Exam
33	Business Card	Lecture	MAJMC 103.3	Quiz & End Sem Exam
34	Envelop	Lecture	MAJMC 103.5	Quiz & End Sem Exam
35	Catalogues	Lecture	MAJMC 103.3	Quiz & End Sem Exam
36	Difference between Newspaper & Magazine layouts	Lecture	MAJMC 103.4	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 103.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
MAJMC 103.2.	Help students to practice meaning and artistic qualities of graphic design, how to	3	2	2	2	2				2		1	1			

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	work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
MAJMC 103.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
MAJMC 103.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
MAJMC 103.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2017-18						
Class: MA J&MC Media Designing Practices I Semester						
Subject Name: **Media Designing**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is design software essential in modern graphic design?	6
CO1	Q.2	How are design elements applied to create a cohesive look in publications like magazines and posters?	6
	Q.3	Briefly explain different image file formats used after creating graphic files.	6
CO1	Q.4	Classify fonts and describe their usage in digital typesetting and headline creation.	6
CO2	Q.5	How is text generated and prepared for use in digital typesetting?	6
CO2	Q.6	How does one approach creating layouts for fashion features or business articles in graphic design?	6
	Q.7	Explain the components of corporate identity, including types, fonts, color schemes, punch lines, and orientation.	10
CO2	Q.8	Highlight key differences in layouts between newspapers and magazines.	10
CO3	Q.9	Using appropriate font, discuss the process of creating effective headlines in design.	10

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CO3	Q.10	Provide a comprehensive overview of graphics design packages like Adobe Illustrator, InDesign, and Quark Xpress. Discuss their applications and features.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Designing*** /Course code ***MAJMC 103*** is level **3** for the academic year 2017-18.

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DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISING PRINCIPLES AND PRACTICES
Course Code: MAJMC 104, Credits: 03, Session: 2017-18 (Odd Sem.), Class: MA(J&MC). 1st Year
Faculty Name : Dhruv Sabharwal

A. Introduction: The course provides a comprehensive overview of advertising from a media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC104.1. The course introduces the students to concepts of advertising.

MAJMC104.2. The course will provide them with the knowledge of Indian advertising scenario.

MAJMC104.3. The course is designed to make students understand the relationship between advertising and marketing.

MAJMC104.4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

MAJMC104.5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Module I: Understanding Advertising:

Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)

Module II: Agency Structure and its Roles and Responsibilities:

Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)

Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems.

Module III: Account Management:

Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)

Module IV: Social, Legal and Ethical Aspects of Advertising:

Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct.

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

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H. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Advertising	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
2	Concept, Nature, Definitions, Evolution and History	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
3	Role, Objectives, Functions, And Significance	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
4	Types and Classification of Advertising	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
5	Factors Determining Advertising Opportunity of a Product/Service/Idea	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Appeals and Advertising Messages	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
7	Concept of Integrated Marketing Communication (IMC)	Lecture	MAJMC 104.1	Mid Term-1, Quiz & End Sem Exam
8	Agency Structure and its Roles and Responsibilities	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam

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9	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
10	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
11	Ad Agency: Functions	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
12	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
13	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
14	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam

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15	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
16	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MAJMC 104.2	Mid Term-1, Quiz & End Sem Exam
17	Account Management	Lecture	MAJMC 104.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths	Lecture	MAJMC 104.3	Mid Term-1, Quiz & End Sem Exam
19	Client Related Issues and The Process	Lecture	MAJMC 104.3	Mid Term-1, Quiz & End Sem Exam
20	Stages in The Client-Agency Relationship	Lecture	MAJMC 104.3	Mid Term-1, Quiz & End Sem Exam
21	Factors Affecting Client-Agency Relationship	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam
22	The Pitching Mechanism-Simulation	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam

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23	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam
24	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam
25	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam
26	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam
27	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam
28	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget,	Lecture	MAJMC 104.3	Mid Term-2, Quiz & End Sem Exam

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	Various Methods of Budgeting)			
29	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Quiz & End Sem Exam
30	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MAJMC 104.3	Quiz & End Sem Exam
31	Social, Legal and Ethical Aspects of Advertising	Lecture	MAJMC 104.4	Quiz & End Sem Exam
32	Ethical Issues in Advertising	Lecture	MAJMC 104.4	Quiz & End Sem Exam
33	Social Criticism of Advertising	Lecture	MAJMC 104.4	Quiz & End Sem Exam
34	Laws in Advertising ,The Study of Various Codes of Conduct	Lecture	MAJMC 104.4	Quiz & End Sem Exam
35	Statutory Bodies in India	Lecture	MAJMC 104.4	Quiz & End Sem Exam
36	Role of AAA And ASCI	Lecture	MAJMC 104.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC104.1	The course introduces the students to concepts of advertising.	3	2	3	3	2	2	2	2	3	3	3	3	2	1	3
MAJMC104.2	The course will provide them with the knowledge of Indian advertising scenario.	2	2	2	3	3	2	13	3	3	3	3	3	3	1	2
MAJMC104.3	The course is designed to make students understand the relationship between advertising and marketing.	3	2	3	3	3	2	3	3	3	3	3	3	3	2	1
MAJMC104.4	The course shall familiarize the students with the social and ethical issues concerning advertising in society.	1	3	2	3	2	2	3	3	3	3	2	3	1	2	3

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MAJMC104.5	The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.	1	3	2	3	2	2	3	3	3	3	2	3	3	2	1

Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

I MID-SEMESTER (SEM –I) 2017-18

Class: MA(J&MC) I Semester

Subject Name: MAJMC104 ADVERTISING PRINCIPLES AND PRACTICES	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to

CO1. The course introduces the students to concepts of advertising.

CO2. The course will provide them with the knowledge of Indian advertising scenario.

CO3. The course is designed to make students understand the relationship between advertising and marketing.

CO4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

CO5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

CO Map	Question No.	Question	Marks

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CO1	Q.1	Define the evolution process of advertising.	3
CO2	Q.2a	What are the objectives of advertising?	3
	Q.2b	What do you understand by appeals in advertising?	3
CO1	Q.3	Define IMC.	6
CO5	Q.4	Define the role and functions of various departments of an ad agency.	3
CO3	Q.5a	Define client pitching process.	3
	Q.5b	Define the revenue generation system in an Ad agency.	3
CO4	Q 6	Discuss about structure of In-house agencies.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **ADVERTISING PRINCIPLES AND PRACTICES /MAJMC 104 is level 2** for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name: Aesthetics of Photography
Course Code : MAJMC 105. Crédits : 3, Session: 2017-18(ODD), Class MAJMC 1st Semester
Faculty Name : Dr. Sandesh Mahajan

Introduction: The Aesthetics of Photography explores the visual language and artistic principles behind compelling images. This subject delves into composition, lighting, and the emotional impact of photographs. Students will unravel the artistry within the frame, cultivating a deeper appreciation for the intersection of creativity and technical skill in the realm of photography.

A. **Course Outcomes:** At the end of the course, students will be able to:

- MAJMC-105.1- Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images.
- MAJMC-105.2- Through hands-on exploration, students will refine their skills in creating and editing photographic works.
- MAJMC-105.3- This process will elevate their visual literacy, fostering a deeper connection to the medium of photography.
- MAJMC-105.4- The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism.
- MAJMC-105.5- This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**

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Module I Introduction to Visuals	
Human Eye and Camera. Visual Perception. The Social Definition of Photography- - The Power ofVisual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, CreateColour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	**20 %**
Module II Visual Perception	
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera-Film & Digital Technology, Digital SLRVs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, FocalPlane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	**40 %**
Module III Principles of Visual Communication	
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, ComposingDifferent Subjects, Perspective –Texture – Pattern- Colour-Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	**40 %**

Pedagogy for Course Delivery:

The classes will be lecturing demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the varioustechniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	Assignment	Class test	Project	Attendance	

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Weightage (%)	10%	10%	5%	5%	70 %

D. Suggested Text/Reference Books:

- Langford Michael, **Basic Photography,** Plume; 5 edition (August 26, 2003)
- Peterson, Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)

E. Lecture Plan:

F. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
2	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
3	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
4	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
6	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes,	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam

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	Create Colour Output in Both Digital and Analogy Technologies, Contrast			
7	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
8	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
9	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	MAJMC 105.1	Mid Term-1, Quiz & End Sem Exam
10	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
11	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
12	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam

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	Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)			
14	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam

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	Depth Of Field, Shutter And Motion, Film Speed (ISO)			
17	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MAJMC 105.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MAJMC 105.3	Mid Term-1, Quiz & End Sem Exam

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20	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MAJMC 105.3	Mid Term-1, Quiz & End Sem Exam
21	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	MAJMC 105.3	Mid Term-2, Quiz & End Sem Exam
22	Time of Day)	Lecture	MAJMC 105.3	Mid Term-2, Quiz & End Sem Exam
23	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of	Lecture	MAJMC 105.3	Mid Term-2, Quiz & End Sem Exam

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	Field, Angle of View, Exposure Compensation &			
24	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Lecture	MAJMC 105.3	Mid Term-2, Quiz & End Sem Exam
25	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	MAJMC 105.4	Mid Term-2, Quiz & End Sem Exam
26	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	MAJMC 105.4	Mid Term-2, Quiz & End Sem Exam
27	Lenses – Types & Uses, Focal Length, Focal Plane & Focus,	Practical	MAJMC 105.4	Mid Term-2, Quiz &

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	Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &			End Sem Exam
28	T Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Practical	MAJMC 105.4	Mid Term-2, Quiz & End Sem Exam
29	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	MAJMC 105.4	Mid Term-2, Quiz & End Sem Exam
30	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of	Practical	MAJMC 105.5	Mid Term-2, Quiz & End Sem

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	Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)			Exam
31	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	MAJMC 105.5	Mid Term-2, Quiz & End Sem Exam
32	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	MAJMC 105.5	Mid Term-2, Quiz & End Sem Exam
33	Landscape –Portrait- Still Documentary	Practical	MAJMC 105.5	Mid Term-2, Quiz & End Sem Exam
34	(EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	MAJMC 105.5	Mid Term-2, Quiz & End Sem Exam
35	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	MAJMC 105.5	Mid Term-2, Quiz & End Sem Exam

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36	Landscape –Portrait- Still Documentary	Theory	MAJMC 105.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 105.1	Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images	3	3	1	3	1				2		**3**	**2**	**1**
MAJMC 105.2	Through hands-on exploration, students will refine their skills in creating and editing photographic works. .	3	2	2	2	2				2		**2**	**3**	**3**
MAJMC 105.3	This process will elevate their visual	3	2	2	2	2				3		**3**	**3**	**3**

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	literacy, fostering a deeper connection to the medium of photography													
MAJMC 105.4	The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism	**3**	3	2	3	2				1		**3**	**2**	**1**
MAJMC 105.5	This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2017-18						
Class: MAJMC.I Semester						
Subject Name: MAJMC-105 Aesthetics of Photography		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the interplay of composition, lighting, and subject contribute to the aesthetic appeal of a photograph, and how can photographers leverage these elements for creative expression?	3
CO1	Q.2a	In the realm of photography, how does the balance between artistry and commercial considerations influence the creation of compelling images, and what challenges may arise in finding this equilibrium?	3
	Q.2b	Explore the significance of digital editing in shaping the aesthetic qualities of a photograph. How can post-processing enhance or alter the visual narrative, and what ethical considerations should photographers keep in mind during this process?	3
CO1	Q.3	Discuss the role of storytelling in both fictional and non-fictional photographic works. How can photographers effectively convey narratives through their images, and what visual techniques contribute to storytelling in photography?	6
CO2	Q.4	Examine the impact of artificial lighting on the mood and atmosphere of a photograph. How can photographers skillfully use lighting techniques to evoke specific	3

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		emotions and enhance the overall aesthetic quality of their work?	
CO2	Q.5a	In the context of photojournalism, how does the pursuit of visual aesthetics intersect with the responsibility to accurately document and represent real-world events? How can photographers navigate the ethical considerations inherent in this genre of photography?	3
	Q.5b	Examine the principles of photojournalism and its unique aesthetic requirements. How can photographers ethically capture and convey news stories while maintaining a visually compelling narrative?	3
CO2	Q 6	How does the incorporation of critique, particularly through peer review, contribute to the refinement of photographic skills and artistic vision? In what ways can constructive feedback shape the development of a photographer's style and technique?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Aesthetics of Photography /Course code ***MAJMC-105*** is level 2 for the academic year 2017-18.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : INTRODUCTION TO RADIO
Course Code : MAJMC 106, Crédits : 03, Session : 2017-18 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Sayantani Roy

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC106.1. The course introduces the students to concepts of Radio as a Medium.

MAJMC106.2. The course will provide them with the knowledge of Expansion of Radio.

MAJMC106.3. The course is designed to make students to understand the Broadcasting Policy.

MAJMC106.4 Understand the mechanics, principles, and life cycle of the Radio process.

MAJMC106.5. Understand the world of Radio

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Radio as a Medium	**25%**
• Strength & Weaknesses, Characteristics & Edge Over Other Media, • Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, • Mike, Recording.	
Module II Expansion of Radio:	**40%**
• History of Broadcasting: Radio Came to India, • Expansion of Radio, • Development with Five-Year Plans, Diversification of Broadcast, • Education Turned Entertainment, • Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, • Community Broadcast, Different Services.	
Module III Broadcasting Policy	**35%**
• Policies & Principles Radio's Role in Nation Building, • Public Broadcast & Commercialization, AIR Code, Commercial Code, • News Objective, Guidelines for Election Broadcast, • Privatization & Autonomy, • Prasar-Bharti, Convergence, • Relevance of Radio & Media Policy.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to

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Television., Rinehart
- & Winston. NY. 1980
- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Radio as a Medium	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
2	Strength & Weaknesses	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics & Edge Over OtherMedia	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Broadcast	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
5	AM & FM	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
6	Short Wave	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
7	Analogue & Digital	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
8	Studio, Mike & Recording	Lecture	MAJMC 106.1	Mid Term-1, Quiz & End Sem Exam
9	Expansion of Radio	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
10	History of Broadcasting	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End

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				Sem Exam
11	Radio Came to India	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
12	Expansion of Radio	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
13	Development with Five-Year Plans	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
14	Diversification of Broadcast	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
15	Education Turned Entertainment	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
16	Commercial Attempt	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
17	3-Tiers of Radio Broadcast	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
18	Local Reach	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
19	Community Broadcast	Lecture	MAJMC 106.2	Mid Term-1, Quiz & End Sem Exam
20	Different Services	Lecture	MAJMC 106.3	Mid Term-1, Quiz & End Sem Exam
21	Broadcasting Policy	Lecture	MAJMC 106.3	Mid Term-2, Quiz & End Sem Exam
22	Policies & Principles Radio's Role in Nation Building	Lecture	MAJMC 106.3	Mid Term-2, Quiz & End Sem Exam
23	Policies & Principles Radio's Role in Nation Building	Lecture	MAJMC 106.3	Mid Term-2, Quiz & End Sem Exam
24	Public Broadcast & Commercialization	Lecture	MAJMC 106.3	Mid Term-2, Quiz & End Sem Exam
25	Public Broadcast & Commercialization	Lecture	MAJMC 106.3	Mid Term-2, Quiz & End Sem Exam

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26	AIR Code	Lecture	MAJMC 106.4	Mid Term-2, Quiz & End Sem Exam
27	Commercial Code	Lecture	MAJMC 106.4	Mid Term-2, Quiz & End Sem Exam
28	News Objective	Lecture	MAJMC 106.4	Mid Term-2, Quiz & End Sem Exam
29	Guidelines for Election Broadcast	Lecture	MAJMC 106.4	Quiz & End Sem Exam
30	Privatization & Autonomy	Lecture	MAJMC 106.5	Quiz & End Sem Exam
31	Prasar-Bharti	Lecture	MAJMC 106.5	Quiz & End Sem Exam
32	Convergence	Lecture	MAJMC 106.5	Quiz & End Sem Exam
33	Relevance of Radio & Media Policy	Lecture	MAJMC 106.5	Quiz & End Sem Exam
34	Relevance of Radio & Media Policy	Lecture	MAJMC 106.5	Quiz & End Sem Exam
35	Relevance of Radio & Media Policy	Lecture	MAJMC 106.5	Quiz & End Sem Exam
36	Relevance of Radio & Media Policy	Lecture	MAJMC 106.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

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MAJ MC 106.1	*The course introduces the students to concepts of Radio as a Medium.*	3	3	1	3	1	2	2	1	2	2	-	-	-
MAJ MC 106.2	*The course will provide them with the knowledge of Expansion of Radio.*	3	2	2	2	2	1	2	3	2	3	-	-	-
MAJ MC 106.3	The course is designed to make students to understand the Broadcasting Policy.	3	2	2	2	2	2	2	3	3	3	-	-	-
MAJ MC 106.4	Understand the mechanics, principles, and life cycle of the Radio process.	1	2	2	1	3	3	1	2	2				
MAJ MC 106.5	*Understand the world of Radio*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

<table>
<tr><td colspan="8">Amity School of Communication
Department of Journalism and Mass Communication
MID-SEMESTER(SEM–I) 2017-18</td></tr>
<tr><td colspan="8">Class: MA(J&MC) I Semester</td></tr>
<tr><td colspan="3">Subject Name:
MAJMC106 INTRODUCTION TO RADIO</td><td colspan="3">Time: 1.5 Hrs</td><td colspan="2">Max.Marks:30</td></tr>
<tr><td>Levels of the questions as per BloomsTaxonomy</td><td>Remembering</td><td>Understanding</td><td>Applying</td><td>Analyzing</td><td>Evaluating</td><td>Creating</td><td></td></tr>
<tr><td>Question Mapping</td><td>Q.1,4,3</td><td>Q.3,4,2.b</td><td>Q.3,2.a</td><td>Q.6,5.a</td><td>Q.4,5.a,6</td><td>Q.6</td><td></td></tr>
<tr><td colspan="8">Student will be able to
CO1:The course introduces the students to concepts of Radio as a Medium.
CO2:The course will provide them with the knowledge of Expansion of Radio.</td></tr>
<tr><td>CO Map</td><td>Question No.</td><td colspan="5">Question</td><td>Marks</td></tr>
</table>

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CO1	Q.1	Define the strength and weakness of radio.	3
CO1	Q.2a	Define the characteristics of radio.	3
	Q.2b	What is difference between analogue and digital radio.	3
CO1	Q.3	What are requirements for recording radio programmes.	6
CO2	Q.4	Briefly explain the history of Radio.	3
CO2	Q.5a	Define the diversification of broadcasting.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define 3-tiers of radio broadcasting.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Radio** /Course code ***MAJMC 106*** is level **2** for the academic year 2017-18.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : MASS MEDIA INDUSTRY
Course Code : MAJMC 107, Crédits : 03, Session : 2017-18 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Aditya Kumar Shukla

A. Introduction: The objective of this course is to familiarize the students with the knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC107.1. The course introduces the students to concepts of Media and Entertainment.

MAJMC107.2. The course will provide them with the knowledge of Contemporary Practices in media industry.

MAJMC107.3. The course is designed to make students to understand the Culture of Media.

MAJMC107.4 Understand the mechanics, principles, and life cycle of the Mass Media Industry.

MAJMC107.5. Understand the world of Mass Media Industry with respect to global & regional scenario.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes	A	5%

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	all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Media and Entertainment(M&E)	**25%**
• Four Pillars Of M&E, Key Development: Demonetisation, • GST, National IPR Policy e.tc and Its Impact, • Evolution of Digital Consumer	
Module II Contemporary Practices:	**40%**
• Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT), • The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, • Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), • Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, • VFX In Domestic Production, • Augmented Reality Vs Virtual Reality, • Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III Media and Culture:	**35%**
• Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, • Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, • Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc).	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita

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- Mass Communication in India; Aggarwal, Veerbala

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	**Media and Entertainment(M&E)**	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
2	Four Pillars Of M&E	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
3	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
4	*Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer*	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
5	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
6	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
7	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
8	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MAJMC 107.1	Mid Term-1, Quiz & End Sem Exam
9	Contemporary Practices	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End

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				Sem Exam
10	Digitisation: Digital Advertising Ecosystem	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
11	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
12	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
13	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
14	The New Genre- Free To Air Channels	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
15	Indian Film Industry Performances,	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
16	Rise Of Biopics	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
17	Launch Of New Radio Stations And New Genres, Listenership Trend	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
18	FMstation Of The Country(Phase III)	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
19	Animation (In Film, Advertisement)	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
20	Language Newspaper,: Penetration And Hyper Localisation	Lecture	MAJMC 107.2	Mid Term-1, Quiz & End Sem Exam
21	Newspaper Distribution Chain In India,	Lecture	MAJMC 107.2	Mid Term-2, Quiz & End Sem Exam
22	VFX In Domestic Production, Augmented Reality Vs Virtual Reality	Lecture	MAJMC 107.2	Mid Term-2, Quiz & End Sem Exam
23	Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact	Lecture	MAJMC 107.2	Mid Term-2, Quiz & End Sem Exam
24	UFO	Lecture	MAJMC 107.2	Mid Term-2, Quiz & End Sem Exam

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25	Media and Culture	Lecture	MAJMC 107.3	Mid Term-2, Quiz & End Sem Exam
26	Merger and Acquisition: Case Studies	Lecture	MAJMC 107.4	Mid Term-2, Quiz & End Sem Exam
27	Hegemony and Cultural Imperialism	Lecture	MAJMC 107.4	Mid Term-2, Quiz & End Sem Exam
28	Cultural Dependency (Dependency Paradigm)	Lecture	MAJMC 107.4	Mid Term-2, Quiz & End Sem Exam
29	Media Business AmidstConvergence	Lecture	MAJMC 107.4	Quiz & End Sem Exam
30	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.4	Quiz & End Sem Exam
31	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.5	Quiz & End Sem Exam
32	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.5	Quiz & End Sem Exam
33	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.5	Quiz & End Sem Exam
34	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.5	Quiz & End Sem Exam
35	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.5	Quiz & End Sem Exam
36	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MAJMC 107.2	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 107.1	The course introduces the students to concepts of Media and Entertainment.	3	3	1	3	1	2	2	1	2	2	-	-	-
MAJMC 107.2	The course will provide them with the knowledge of Contemporary Practices in media industry..	3	2	2	2	2	1	2	3	2	3	-	-	-
MAJMC 107.3	The course is designed to make students to understand the Culture of Media.	3	2	2	2	2	2	2	3	3	3	-	-	-
MAJMC 107.4	Understand the mechanics, principles, and life cycle of the Mass Media Industry.	1	2	2	1	3	3	1	2	2				
MAJMC 107.5	*Understand the world of Mass Media Industry with respect to global & regional scenario.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2017-18		
Class: MA (J&MC) I Semester		
Subject Name: MAJMC107 MASS MEDIA INDUSTRY	Time: 1.5 Hrs	Max.Marks:30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,4,2.a	Q.3,2.b	Q.4,5.b	Q.6	Q.1

Student will be able to
CO1:The course introduces the students to concepts of Media and Entertainment.
CO2:The course will provide them with the knowledge of Contemporary Practices in media industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are four pillars of M&E.	3
CO1	Q.2a	Define GST	3
	Q.2b	Elaborate IPR.	3
CO1	Q.3	Define the Evolution of Digital Platforms.	6
CO2	Q.4	Define digital advertising ecosystem.	3
CO2	Q.5a	Define VFX.	3
	Q.5b	Explain the difference between AR and VR.	3
CO2	Q6	Define UFO services.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Mass Media Industry** /Course code ***MAJMC 107*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Political Communication
Course Code : MAJMC 108, Crédits : 03, Session : 2017-18 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr. Ashish Sharma

A. Introduction: A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC108.1. The course introduces the students to concepts of Political Communication as an emerging Discipline.

MAJMC108.2. The course will provide them with the knowledge of international dimensions of Political Communication.

MAJMC108.3. The course is designed to make students to understand politics and its relation to nation-building.

MAJMC108.4. The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: Political Communication as an emerging Discipline

Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication

Module II: International dimensions of Political Communication

Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values

Module III: Introduction to identity politics and its relation to nation-building

Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns.

Module IV: UNESCO's efforts in removal of Imbalance in News flow

Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

C. Suggested Text/Reference Books:

- Thussu, Daya Kishan (2009), International Communication: A Reader
- Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
- Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
- Seator, Jean. (1998). Politics and the Media, Blackwell.
- Gunther, Richard. (2000). Democracy and the Media, Cambridge

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D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Political Communication as an emerging Discipline	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
2	Scope and Characteristics, Relationship of Politics with Communication.	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
3	Theoretical Approaches,	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
4	The Role of Media in Politics, Mediation	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
5	Political Socialization	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
6	Political Participation	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
7	Political Processes	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
8	Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media.	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
9	Channels of Political Communication	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
10	International dimensions of Political Communication	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
11	Globalisation of Media	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam

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12	Transnational News	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
13	Ideological Promotion and Conflict	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
14	International Relations and Propaganda	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
15	Emergence of Third World Political Communication.	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
16	Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
17	International News Agencies and Syndicates	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
18	Their Organizational Structure and Functions	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
19	A Critique of Western News Values	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
20	Introduction to identity politics and its relation to nation-building	Lecture	MAJMC 108	Mid Term-1, Quiz & End Sem Exam
21	Local Assertions and Its Links to Global Assertions	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
22	Gender Issues - Country or Region- Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
23	Racial Profiling	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
24	Discrimination	Lecture	MAJMC 108	Mid Term-2, Quiz & End

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				Sem Exam
25	Xenophobia and Cross Border Migration	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
26	HDI, Development and Environmental Concerns - Conflict of Interests	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
27	Between Economic and Environmental Concerns	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
28	UNESCO's efforts in removal of Imbalance in News flow	Lecture	MAJMC 108	Mid Term-2, Quiz & End Sem Exam
29	Debate on New World Information and Communication Order and New International Economic Order	Lecture	MAJMC 108	Quiz & End Sem Exam
30	MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure.	Lecture	MAJMC 108	Quiz & End Sem Exam
31	Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards	Lecture	MAJMC 108	Quiz & End Sem Exam
32	Information – Prompted Cultural Imperialism	Lecture	MAJMC 108	Quiz & End Sem Exam
33	Criticisms; Violence Against Media Persons	Lecture	MAJMC 108	Quiz & End Sem Exam
34	Effects of Globalization on Media Systems and Their Functions	Lecture	MAJMC 108	Quiz & End Sem Exam

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35	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	MAJMC 108	Quiz & End Sem Exam
36	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	MAJMC 108	Quiz & End Sem Exam

E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES											
		PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PSO1**	**PSO2**	**PSO3**
MAJ MC1 08.1	The course introduces the students to concepts of Political Communication as an emerging Discipline.	3	2	3	3	2	2	2	3	3	-	-	-
MAJ MC1 08.2	The course will provide them with the knowledge of international dimensions of Political Communication.	2	2	2	3	3	13	3	3	3	-	-	-
MAJ MC1 08.3	The course is designed to make students to understand politics and its relation to nation-building.	3	2	3	3	3	3	3	3	3	-	-	-
MAJ MC1 08.4	The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.												

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Sample Question Paper

Amity School of Communication **Department of Journalism and Mass Communication** **I MID-SEMESTER (SEM –I) 2017-18**						
Class: MA(J&MC) I Semester						
Subject Name: **MAJMC108 POLITICAL COMMUNICATION**		**Time:1.5 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,2	Q.3,4,2. a	Q.3,2. b	Q.4,5. b	Q.6	Q.1

Student will be able to

CO1: The course introduces the students to concepts of Political Communication as an emerging Discipline.

CO2: The course will provide them with the knowledge of international dimensions of Political Communication.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the role of politics.	3
CO1	Q.2a	What is public opinion?	3
	Q.2b	Define persuasion.	3
CO1	Q.3	What are rights and responsibilities of the media.	6
CO2	Q.4	Define globalization of media.	3
CO2	Q.5a	Define UNO's universal declaration of human rights.	3
	Q.5b	Define the role of international news agencies.	3

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CO2	Q 6	What is emergence of third world political communication.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Political Communication** Course code **MAJMC 108** is level **3** for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Fundamentals of Communication Research
Course Code : MAJMC 201, Credits : 3 Session : 2017-18 Class : MA J&MC II Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: "Fundamentals of Communication Research is a dynamic course designed to equip students with the essential skills and methodologies for exploring, analyzing, and understanding various aspects of communication. Through a comprehensive study of research techniques, this course empowers students to critically examine the impact, dynamics, and trends in communication processes across diverse media and contexts."

B. Course Outcomes: At the end of the course, students will be able to:

- MAJMC 201.1. Develop advanced skills in designing and conducting Fundamentals of Communication Research across diverse media platforms.
- MAJMC 201.2 Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.
- MAJMC 201.3 Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.
- MAJMC 201.4 Acquire proficiency in presenting research findings through clear and impactful communication strategies.
- MAJMC 201.5 Demonstrate a strong commitment to ethical considerations in Fundamentals of Communication Research, ensuring integrity and validity in the research process.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Fundamentals of Communication Research	**20%**
Descriptors/Topics Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Fundamentals of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	
Module II – Fundamentals of Communication Research Process	

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Descriptors/Topics Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Policy implications and conclusion. Sampling: Meaning, strategies, methods and types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	**30%**
Module III – Statistical application	**30%**
Descriptors/Topics Statistics Applied In Research: Frequencies And Percentages; Measures Of Central Tendency: Mean, Median And Mode; Measures Of Dispersion: Range, Standard Deviation And Mean Deviation; Simple Correlation	
Module IV – Report Writing and Ethical Issues in Fundamentals of Communication Research	**20%**
Descriptors/Topics Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research, Ethical Issues in Research: Plagiarism, Database and Research matrix	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

References

- Research Papers
- Research Journals
- YouTube Tutorials

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G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Definition, Research Methods and Approaches in Social Sciences.	Lecture	MAJMC 201.1	Mid Term-1, Quiz & End Sem Exam
2	Definition, Research Methods and Approaches in Social Sciences.	Lecture	MAJMC 201.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Media Research and Scientific Methods	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam
4	Importance of Fundamentals of Communication Research – Indian Scenario.	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam
5	Importance of Fundamentals of Communication Research – Indian Scenario.	Lecture	MAJMC 201.1	Mid Term-1, Quiz & End Sem Exam
6	Formulation of Research Problem	Lecture	MAJMC 201.1	Mid Term-1, Quiz & End Sem Exam
7	Review of Literature, Hypothesis, Research Design.	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam
8	Review of Literature, Hypothesis, Research Design.	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam

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9	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam
10	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam
11	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam
12	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam
13	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam
14	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	MAJMC 201.2	Mid Term-1, Quiz & End Sem Exam
15	Sampling: Meaning, strategies, methods and types	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam
16	Sampling: Meaning, strategies, methods and types	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam

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17	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lecture	MAJMC 201.4	Mid Term-1, Quiz & End Sem Exam
18	Sample Frame and Sample Size, Tools of Data Collection	Lecture	MAJMC 201.4	Mid Term-1, Quiz & End Sem Exam
19	Statistics Applied In Research: Frequencies And Percentages	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics Applied In Research: Frequencies And Percentages	Lecture	MAJMC 201.3	Mid Term-1, Quiz & End Sem Exam
21	Measures Of Central Tendency: Mean, Median And Mode	Lecture	MAJMC 201.4	Mid Term-2, Quiz & End Sem Exam
22	Measures Of Central Tendency: Mean, Median And Mode	Lecture	MAJMC 201.4	Mid Term-2, Quiz & End Sem Exam
23	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lecture	MAJMC 201.3	Mid Term-2, Quiz & End Sem Exam
24	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lecture	MAJMC 201.3	Mid Term-2, Quiz & End Sem Exam
25	Sample Frame and Sample Size, Tools of Data Collection	Lecture	MAJMC 201.4	Mid Term-2, Quiz & End Sem Exam
26	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
27	Research Reports: Research Articles/Paper	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam

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28	Research Reports: Research Articles/Paper	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
29	Project Report, Dissertation and Thesis	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
30	Project Report, Dissertation and Thesis	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
31	Significance of Abstract	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
32	Proposal, Synopsis, Reference	Lecture	MAJMC 201.4	Mid Term-2, Quiz & End Sem Exam
33	Proposal, Synopsis, Reference	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
34	Bibliography in Research	Lecture	MAJMC 201.4	Mid Term-2, Quiz & End Sem Exam
35	Ethical Issues in Research: Plagiarism,	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam
36	Database and Research matrix	Lecture	MAJMC 201.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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MAJMC 201.1.	Develop advanced skills in designing and conducting Fundamentals of Communicatio n Research across diverse media platforms.	3	3	1	3	1				2		2	1			
MAJMC 201.2.	Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.	3	2	2	2	2				2		1	1			
MAJMC 201.3.	Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.	3	2	2	2	2				3		3	1			
MAJMC 201.4.	Acquire proficiency in presenting research findings through clear and impactful communication strategies.	3	3	2	3	2				1		2	1			
MAJMC 201.5	Demonstrate a strong commitment to ethical considerations in Fundamentals of Communicatio n Research,	2	2	1	2	3				2		2	1			

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	ensuring integrity and validity in the research process.															

Sample Question Paper

Sample Amity School of Communication 2017-18						
Class: MA J&MC **Fundamentals of Communication Research** II Semester						
Subject Name: **Fundamentals of Communication Research**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define various research methods and approaches used in social sciences	6
CO1	Q.2	What are the various tools of data collection ?	6
	Q.3	What are measures of central tendency? Explain mean ,median and mode	6
CO1	Q.4	What are the cultural, social and political impact of Globalisation?	6
CO2	Q.5	Explain in detail the shift in Indian Sports scenario,	6
CO2	Q.6	Define Fundamentals of Communication Research and discuss its importance in the Indian scenario.	6
	Q.7	Explain the process of formulating a research problem, including the review of literature, hypothesis development, and research design.	10

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CO2	Q.8	Discuss the application of statistics in Fundamentals of Communication Research, emphasizing frequencies and percentages.	10
CO3	Q.9	Explore ethical considerations in Fundamentals of Communication Research, covering topics such as plagiarism, database usage, and research matrices.	10
CO3	Q.10	Explain key terms related to sampling, including sample plan, sample design, sample unit, sample frame, and sample size. Discuss tools of data collection.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fundamentals of Communication Research*** /Course code ***MAJMC 201*** is level **3** for the academic year 2017-182.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Television Journalism
Course Code : MAJMC 202, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Nihaz Anwar

A. **Introduction:** The objective of this course is to familiarize the students Students with the structure and history of the TV industry of India, as well as recognize the impact of Television Industry on nation.

B. **Course Outcomes:** At the end of the course, students will be able to:
MAJMC 202.1. The course introduces the students to introduce the basics of Tv Production and its practice to the students
MAJMC 202.2. The course is designed in a manner to reinforce the basic concepts of TV Industry.
MAJMC 202.3.Course will make students understand the workings of the media.
MAJMC 202.4 Understand the mechanics, principles, of TV production.
MAJMC 202.5. Understand the world of Television Production.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Television as a Medium	**25%**
• Understanding the medium: invention and development; strengths and weaknesses of the medium;	

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• Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, • understanding sound, light and colour TV editing software: uses and limitations	
Module II TV News	**25%**
• Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; • news priorities for TV, comparison with other news media, breaking news: definition and practice • Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; • Backroom researchers, reference library or archives people, graphic artists	
Module III TV Reporting	**25%**
• TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; • Piece-to-camera, phonos, interview skills, instructing cameraman, • significance of sound-bytes, gettinggood sound-bytes	
Module IV TV Editing	25
• Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; • updating information, News presentation: structure of a news bulletin: headlines, • individual stories: telling a story through visuals, use of graphics, file shots, photos etc., • compilation of a bulletin, live feed, anchor's responsibilities; • Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	2**25%**

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.

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- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
3	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
4	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, *understanding sound, light and colour TV editing software: uses and limitations*	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
5	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
6	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
7	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
8	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MAJMC 202.1	Mid Term-1, Quiz & End Sem Exam
9	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
10	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
11	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam

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	room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
12	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam

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	news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
14	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
15	Understanding TV News: news values, significance of timeliness, news as it happens; sources of	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam

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	news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
16	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam

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17	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
18	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors;	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam

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	Backroom researchers, reference library or archives people, graphic artists			
19	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.2	Mid Term-1, Quiz & End Sem Exam
20	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.3	Mid Term-1, Quiz & End Sem Exam
21	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation,	Lecture	MAJMC 202.3	Mid Term-2, Quiz & End Sem Exam

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	diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
22	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
23	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
24	TV reporting: reporting skills: understanding deadline, gathering information, cultivating,	Lecture	MAJMC 202.3	Mid Term-2, Quiz & End Sem Exam

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	sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
25	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.3	Mid Term-2, Quiz & End Sem Exam
26	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.4	Mid Term-2, Quiz & End Sem Exam

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27	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MAJMC 202.4	Mid Term-2, Quiz & End Sem Exam
28	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MAJMC 202.4	Mid Term-2, Quiz & End Sem Exam
29	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of	Lecture	MAJMC 202.4	Quiz & End Sem Exam

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	news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
30	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MAJMC 202.5	Quiz & End Sem Exam

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31	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MAJMC 202.5	Quiz & End Sem Exam
32	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news	Lecture	MAJMC 202.5	Quiz & End Sem Exam

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	anchor: screen presence, presence of mind, interview skills etc			
33	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MAJMC 202.5	Quiz & End Sem Exam
34	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation	Lecture	MAJMC 202.5	Quiz & End Sem Exam

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	of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
35	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MAJMC 202.5	Quiz & End Sem Exam
36	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story	Lecture	MAJMC 202.3	Quiz & End Sem Exam

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	through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 212.1	*The course introduces the students to introduce the basics of TV production and its practice to the students*	3	3	1	3	1	2	2	1	2	2	-	-	-
MAJMC 212.2	*The course is designed in a manner to reinforce the basic concepts of TV Industry.*	3	2	2	2	2	1	2	3	2	3	-	-	-
MAJMC 212.3	Course will make students understand the workings of the media.	3	2	2	2	2	2	2	3	3	3	-	-	-

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MAJ MC 212.4	Understand the mechanics, principles, of TV production.	1	2	2	1	3	3	1	2	2				
MAJ MC 212.5	*Understand the world of Television Production.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2017-18						
Class: MA(J&MC) II Semester						
Subject Name: MAJMC 202 Television Production		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1:The course introduces the students to introduce the basics of PR and its practice to the students CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Natural Lighting.	3
CO1	Q.2a	Define the characteristics of Camera person.	3
	Q.2b	What is difference between DSLR and SLR.	3
CO1	Q.3	What are requirements for recording TV programmes .	6
CO2	Q.4	Briefly explain the steps to Prost Production.	3
CO2	Q.5a	Define the diversification of Studio.	3
	Q.5b	What is broadcasting.	3

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CO2	Q6	Define Studio Lay out .	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code **MAJMC 202** is level 2 for the academic year 2017-18.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Radio Production
Course Code : MAJMC 203. Crédits : 3, Session : 2017-18 (EVEN), Class MAJMC 2nd Semester
Faculty Name : Sayantani Roy

Introduction: This course is designed to provide students with hands-on experience in radio production and broadcasting. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- MAJMC-203.1- Provide a comprehensive understanding of the fundamental concepts and principles of radio production,
- MAJMC-203.2- Develop practical skills in operating radio production equipment, including soundboards, microphones, and editing software,
- MAJMC-203.3- Explore effective scripting and storytelling methods tailored for radio
- MAJMC-203.4- Offer opportunities for students to participate in live radio broadcasting scenarios
- MAJMC-203.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

	Weightage (%)
Module I Studio Layout	

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Descriptors/Topics The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	**20%**
Module II Radio Formats and Genres	**20%**
Descriptors/Topics Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	
Module III Writing for radio	**20%**
Descriptors/Topics Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	
Module IV Radio Presentation	**40%**
Descriptors/Topics News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	

Pedagogy for Course Delivery:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of radio production, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

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E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi,1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
2	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
3	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMAJMC 203.1	Mid Term-1, Quiz & End Sem Exam

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4	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMAJM C 203.1	Mid Term-1, Quiz & End Sem Exam
5	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMAJM C 203.1	Mid Term-1, Quiz & End Sem Exam
6	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMAJM C 203.1	Mid Term-1, Quiz & End Sem Exam
7	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMAJM C 203.1	Mid Term-1, Quiz & End Sem Exam
8	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of	Lecture	MAMAJM C 203.1	Mid Term-1, Quiz & End Sem Exam

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	Sound			
9	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
10	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMAJMC 203.1	Mid Term-1, Quiz & End Sem Exam
11	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
12	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam

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	ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			
13	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
14	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
15	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
16	Radio formats- Simple announcements, Radio	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz &

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	talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			End Sem Exam
17	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJMC 203.2	Mid Term-1, Quiz & End Sem Exam

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20	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJM C 203.2	Mid Term-1, Quiz & End Sem Exam
21	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJM C 203.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJM C 203.3	Mid Term-2, Quiz & End Sem Exam
23	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJM C 203.3	Mid Term-2, Quiz & End Sem Exam

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24	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
25	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies,	Lecture	MAMAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
26	Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.),	Practical	MAMAJMC 203.3	Mid Term-2, Quiz & End Sem Exam
27	Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMAJMC 203.4	Mid Term-2, Quiz & End Sem Exam
28	, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMAJMC 203.4	Mid Term-2, Quiz & End Sem Exam
29	Information for the broadcasters, links), Making	Practical	MAMAJMC 203.4	Mid Term-2, Quiz &

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	radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)			End Sem Exam
30	(Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMAJMC 203.4	Mid Term-2, Quiz & End Sem Exam
31	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, QuotationMarks, Alterations, Corrections, List and Numbers, Station Style, C	Practical	MAMAJMC 203.4	Mid Term-2, Quiz & End Sem Exam
32	Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMAJMC 203.5	Mid Term-2, Quiz & End Sem Exam
33	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, , Humour)	Practical	MAMAJMC 203.5	Mid Term-2, Quiz & End Sem Exam
34	Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMAJMC 203.5	Mid Term-2, Quiz & End Sem Exam
35	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, broadcasters, links), Making radio Commercials(Copy policy, Target Audience,	Practical	MAMAJMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	writing copy, voicing and treatment, music and effects, Humour)			
36	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop writing copy, voicing and treatment, music and effects, Humour)	Theory	MAMAJMC 203.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 203.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		**3**	**2**	**1**
MAJMC 203.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		**2**	**3**	**3**
MAJMC 203.3	Students will be classify various	3	2	2	2	2				3		**3**	**3**	**3**

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	fascinating aspects of current affairs and news													
MAJMC 203.3	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		**3**	**2**	**1**
MAJMC 203.3	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2017-18						
Class: MAMAJMC II Semester						
Subject Name: MAMAJMC-203 RADIO PRODUCTION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience engagement and maintain relevance in a competitive media environment?.	3

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CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful radio productions, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in radio production. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Production*** /Course code MAJMC 203 is level **3** for the academic year 2017-18.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Media Design and Production
Course Code : MAJMC 204, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MA(J&MC). II Sem
Faculty Name : Anshul Jain

A. Introduction: The objective of this course is to make students aware of the concepts of visual designs and production. The course will help them in understanding advertising designing along with software's such adobe and corel draw.

B. Course Outcomes: At the end of the course, students will be able to:
MAJMC 204.1. Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing.

- **MAJMC 204.2**. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.
  MAJMC 204.3. Students will also learn the terminology used in layouts and designs in indoor medium.
  MAJMC 204.4 The students will study the design for advertising layouts, taking into the consideration the choice of typeface.
  MAJMC 204.5. Understand the positioning and choice of colors, images and text.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I House Styles	

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Descriptors/Topics Basic concept of style-sheet and its creation, Style guide: examples from newspapers, magazines; own guide produced for new publication. Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	**25%**
Module II Advertising Designing	**35%**
Descriptors/Topics Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers, and Banners etc. Choice and usage of images and colors in advertisements.	
Module III Design Software's	**40%**
Descriptors/Topics **obe Photoshop and Coral Draw -** Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, newspaper, letter head, flex board advertisements', Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by

References

- Newspaper
- Magazines
- You Tube Tutorials

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G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Basic concept of style-sheet and its creation	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
2	Basic concept of style-sheet and its creation	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
3	Style guide: examples from newspapers	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
4	*Style guide: examples from newspapers*	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
5	, magazines; own guide produced for new publication.	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
6	, magazines; own guide produced for new publication.	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
7	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
8	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	MAJMC 204.1	Mid Term-1, Quiz & End Sem Exam
9	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
10	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
11	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam

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12	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
13	Communicating through multiple media	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
14	Communicating through multiple media	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
15	Digital and print produces integrated design solutions	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
16	Digital and print produces integrated design solutions	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
17	Different types of advertising: Press ad, Magazine ad,	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
18	Different types of advertising: Press ad, Magazine ad,	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
19	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	MAJMC 204.2	Mid Term-1, Quiz & End Sem Exam
20	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	MAJMC 204.3	Mid Term-1, Quiz & End Sem Exam
21	, Danglers, and Banners	Lecture	MAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
22	, Danglers, and Banners	Lecture	MAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
23	Choice and usage of images and colors in advertisements	Lecture	MAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
24	Choice and usage of images and colors in advertisements	Lecture	MAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction, Interfaces and various palettes	Lecture	MAJMC 204.3	Mid Term-2, Quiz & End Sem Exam
26	Introduction, Interfaces and various palettes	Lecture	MAJMC 204.4	Mid Term-2, Quiz & End Sem Exam

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27	nent Setting, About Menus.	Lecture	MAJMC 204.4	Mid Term-2, Quiz & End Sem Exam
28	nent Setting, About Menus.	Lecture	MAJMC 204.4	Mid Term-2, Quiz & End Sem Exam
29	Different Advertisement Designing Projects	Lecture	MAJMC 204.4	Quiz & End Sem Exam
30	Different Advertisement Designing Projects	Lecture	MAJMC 204.5	Quiz & End Sem Exam
31	magazine, brochure, newspaper, letter head	Lecture	MAJMC 204.5	Quiz & End Sem Exam
32	magazine, brochure, newspaper, letter head	Lecture	MAJMC 204.5	Quiz & End Sem Exam
33	flex board advertisements', Advertising Campaign	Lecture	MAJMC 204.5	Quiz & End Sem Exam
34	flex board advertisements', Advertising Campaign	Lecture	MAJMC 204.5	Quiz & End Sem Exam
35	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	MAJMC 204.5	Quiz & End Sem Exam
36	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	MAJMC 204.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 204.1	Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*	3	3	1	3	1	2	2	1	2	2	-	-	-
MAJMC 204.2	Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.	3	2	2	2	2	1	2	3	2	3	-	-	-
MAJMC 204.3	Students will also learn the terminology used in layouts and designs in indoor medium.	3	2	2	2	2	2	2	3	3	3	-	-	-
MAJMC 204.4	The students will study the design for advertising layouts, taking into the consideration the choice of typeface.	1	2	2	1	3	3	1	2	2				
MAJMC 204.5	Understand the positioning and choice of colors, images and text.	3	1	3	3	1	1	2	2	2				

Sample Question Paper

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Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2017-18						
Class: MA(J&MC) II Semester						
Subject Name: MAJMC 204 Media Design and Production		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*
CO2:•Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the concept of stylesheet?	3
CO1	Q.2a	What is style guide? Cite a few examples.	3
	Q.2b	What is difference between typeface and masthead	3
CO1	Q.3	What is the importance of font in publishing. .	6
CO2	Q.4	Discuss integerated media solutions	3
CO2	Q.5a	Make a banner for your firm.	3
	Q.5b	Discuss the importance of positioning of ads in paper.	3
CO2	Q6	What is dangler and banner?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Design and Production /Course code **MAJMC 204** is level **3** for the academic year 2017-18.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Specialized Reporting
Course Code : MAJMC 205 , Credits : 3 Session : 2017-18 Class : MA J&MC II
Faculty Name : Aditya Kumar Shukla

A. Introduction: "Specialized Reporting is a dynamic course designed to equip journalism students with advanced skills in in-depth reporting across specialized fields. From investigative journalism to coverage of niche topics, this course focuses on honing the expertise needed to excel in the ever-evolving landscape of specialized reporting."

B. Course Outcomes: At the end of the course, students will be able to:
MAJMC 205.1. Gain proficiency in conducting thorough investigations, from research to ethical reporting.
MAJMC 205.2. Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.
MAJMC 205.3. Acquire skills in using various media formats and innovative techniques for impactful storytelling.
MAJMC 205.4. Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.
MAJMC 205.5 Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Beat Reporting	**25%**
Descriptors/Topics Covering a news beat, covering local beats, Crime reporting, Education reporting, Health reporting, Civic Issues reporting, Covering local government	
Module II Covering the State and Politics	**25%**
Descriptors/Topics Covering national level beats, Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, covering political parties/events/rallies/ elections), Parliament Reporting (Parliament Structure, reporting on legislature) Legal	

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Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)	
Module III Business and Sports Reporting	**25%**
Descriptors/Topics Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries), How to develop good sports writing skills, Covering local, national and international level events	
Module IV Specialized Reporting	**25%**
Descriptors/Topics Investigative Reporting: Definition, elements, tools, Sting Operations and latest trends Investigative Reporting Case studies: Indian and International, Disaster Reporting Environmental Reporting, Page 3 and Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

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- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Covering a news beat	Lecture	MAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
2	covering local beats	Lecture	MAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting	Lecture	MAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
4	Education reporting	Lecture	MAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting, Civic Issues reporting	Lecture	MAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
6	Covering local government	Lecture	MAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	MAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
8	Covering national level beats	Lecture	MAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
9	Covering the Government (PIB, Ministries, independent bodies	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam
10	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam
11	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	MAJMC 205.2	Mid Term-1, Quiz & End Sem Exam
12	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam
13	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	MAJMC 205.1	Mid Term-1, Quiz & End Sem Exam
14	Legal Reporting (structure & jurisdiction of courts	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam

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15	Legal Reporting (structure & jurisdiction of courts	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam
16	reporting court hearings, precautions	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam
17	Basic Business Knowledge & Business Bodies	Lecture	MAJMC 205.4	Mid Term-1, Quiz & End Sem Exam
18	Corporate Reporting	Lecture	MAJMC 205.4	Mid Term-1, Quiz & End Sem Exam
19	Covering Economic policy	Lecture	MAJMC 205.3	Mid Term-1, Quiz & End Sem Exam
20	ministries of commerce, finance, industry	Lecture	MAJMC 205.4	Mid Term-1, Quiz & End Sem Exam
21	company affairs and other infrastructure ministries	Lecture	MAJMC 205.4	Mid Term-2, Quiz & End Sem Exam
22	How to develop good sports writing skills	Lecture	MAJMC 205.5	Mid Term-2, Quiz & End Sem Exam
23	How to develop good sports writing skills	Lecture	MAJMC 205.5	Mid Term-2, Quiz & End Sem Exam
24	national and international level events	Lecture	MAJMC 205.4	Mid Term-2, Quiz & End Sem Exam
25	Investigative Reporting	Lecture	MAJMC 205.4	Mid Term-2, Quiz & End Sem Exam
26	Definition, elements of investigative reporting	Lecture	MAJMC 205.5	Mid Term-2, Quiz & End Sem Exam
27	tools, Sting Operations and latest trends in reporting	Lecture	MAJMC 205.5	Mid Term-2, Quiz & End Sem Exam
28	tools, Sting Operations and latest trends in reporting	Lecture	MAJMC 205.5	Mid Term-2, Quiz & End Sem Exam
29	Investigative Reporting Case studies	Lecture	MAJMC 205.4	Quiz & End Sem Exam
30	Indian and International, Disaster Reporting	Lecture	MAJMC 205.4	Quiz & End Sem Exam
31	Environmental Reporting	Lecture	MAJMC 205.5	Quiz & End Sem Exam
32	Page 3 and Lifestyle	Lecture	MAJMC	Quiz & End Sem

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	Reporting		205.5	Exam
33	Gender Reporting	Lecture	MAJMC 205.5	Quiz & End Sem Exam
34	Page 3 and Lifestyle Reporting	Lecture	MAJMC 205.4	Quiz & End Sem Exam
35	Poverty Reporting,	Lecture	MAJMC 205.4	Quiz & End Sem Exam
36	Science & Technology Reporting	Lecture	MAJMC 205.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 205.1.	Gain proficiency in conducting thorough investigations, from research to ethical reporting.	3	3	1	3	1				2		2	1			
MAJMC 205.2.	Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.	3	2	2	2	2				2		1	1			
MAJMC 205.3.	Acquire skills in using various media formats and innovative techniques for impactful storytelling.	3	2	2	2	2				3		3	1			

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MAJMC 205.4.	Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.	3	3	2	3	2				1		2	1			
MAJMC 205.5	Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2017-18						
Class: MA J&MC Specialized Reporting Practices II Semester						
Subject Name: Specialized Reporting		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the challenges and ethical considerations in covering local crime beats.	6
CO1	Q.2	Discuss the role of journalists in reporting civic issues and engaging with local government.	6

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	Q.3	Explore the nuances of reporting on education and health issues at the local level.	6
CO1	Q.4	Describe the process of covering national-level beats, including interactions with government bodies like PIB.	6
CO2	Q.5	Discuss the fundamentals of corporate reporting and the role of journalists in covering economic policies at various ministry levels.	6
CO2	Q.6	Provide tips on developing good sports writing skills for coverage at the local, national, and international levels.	6
	Q.7	Explain the structure of the Indian Parliament and the basics of legal reporting, including court structures and precautions.	10
CO2	Q.8	Outline the political structure in India and detail the responsibilities of journalists covering political events, parties, rallies, and elections.	10
CO3	Q.9	Discuss the challenges and responsibilities in reporting disasters and environmental issues.	10
CO3	Q.10	Analyze one Indian and one international investigative reporting case study, highlighting key lessons learned.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting*** /Course code ***MAJMC 205*** is level **3** for the academic year 2017-18.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : MAJMC 206, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Sandesh Mahajan

A. Introduction: The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC206.1. In this course students will understand the language of film making

MAJMC206.2. They will come to know about different stages of filmmaking

MAJMC206.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.

MAJMC206.4. They will be introduced to the concepts of lighting and editing for films.

- **MAJMC206.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MAJMC 206.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MAJMC 206.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	MAJMC 206.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	MAJMC 206.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	MAJMC 206.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	MAJMC 206.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	MAJMC 206.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	MAJMC 206.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	MAJMC 206.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	MAJMC 206.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	MAJMC 206.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	MAJMC 206.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	MAJMC 206.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	MAJMC 206.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	MAJMC 206.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 206.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 206.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 206.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	MAJMC 206.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 206.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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MAJ MC 206.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MAJ MC 206.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
MAJ MC 206.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MAJ MC 206.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2017-18						
Class: MA(J&MC) II Semester						
Subject Name: MAJMC 206 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1: In this course students will understand the language of film making CO2:•They will come to know about different stages of filmmaking.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **MAJMC 206** is level 3 for the academic year 2017-18.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Public Relations
Course Code : MAJMC 207, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the PR industry of India, as well as recognize the impact of corporate communication on nation.

B. Course Outcomes: At the end of the course, students will be able to:
MAJMC207.1. The course introduces the students to introduce the basics of PR and its practice to the students
MAJMC207.2. The course is designed in a manner to reinforce the basic concepts of effective public relations.
MAJMC207.3. Course will make students understand the workings of the media -- and the 'new media' landscape
MAJMC207.4 Understand the mechanics, principles, of PR.
MAJMC207.5. Understand the world of Corporate Communication.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Understanding PR & CC	**25%**
• PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, • The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, • Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, • Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	
Module II PR strategies and tools	**25%**
• The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; • Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) • PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events • Lobbying, Crisis Management, Use of new media by PR professionals	
Module III Introduction to Corporate Communication	**25%**
• Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, • Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media • (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend • Press Releases, Feature Study Releases, Video News Releases, Webcasts).	
Module IV Corporate Communication Strategies and Tools	**25%**
• *Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising,* • *CC/PR in Brand Building,* • *Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication,* • *Investor Relation*	

E. Examination Scheme:

Components	A	MT	IE	EE

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Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam

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2	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
3	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
4	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam

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	Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and *Advertising, Defining Publics/Stakeholders*			
5	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
6	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam

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	(Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
7	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam
8	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of	Lecture	MAJMC 207.1	Mid Term-1, Quiz & End Sem Exam

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	Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
9	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
10	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam

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	fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
11	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
12	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam

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	Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
13	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
14	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam

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	Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
15	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
16	The PR Process: Defining the Problem, Why it is Problem,	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End

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	the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			Sem Exam
17	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam

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	presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
18	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam
19	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	MAJMC 207.2	Mid Term-1, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
20	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.3	Mid Term-1, Quiz & End Sem Exam
21	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
22	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational	Lecture	MAJMC 207.3	Mid Term-2, Quiz & End Sem Exam

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	Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
23	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
24	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	MAJMC 207.3	Mid Term-2, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
25	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.3	Mid Term-2, Quiz & End Sem Exam
26	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.4	Mid Term-2, Quiz & End Sem Exam
27	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements	Lecture	MAJMC 207.4	Mid Term-2, Quiz & End Sem Exam

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	of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
28	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.4	Mid Term-2, Quiz & End Sem Exam
29	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	MAJMC 207.4	Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
30	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MAJMC 207.5	Quiz & End Sem Exam
31	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MAJMC 207.5	Quiz & End Sem Exam
32	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and	Lecture	MAJMC 207.5	Quiz & End Sem Exam

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	Communication, Investor Relation			
33	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MAJMC 207.5	Quiz & End Sem Exam
34	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MAJMC 207.5	Quiz & End Sem Exam
35	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MAJMC 207.5	Quiz & End Sem Exam
36	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building,	Lecture	MAJMC 207.5	Quiz & End Sem Exam

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	Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 207.1	The course introduces the students to introduce the basics of PR and its practice to the students	3	3	1	3	1	2	2	1	2	2	-	-	-
MAJMC 207.2	The course is designed in a manner to reinforce the basic concepts of effective public relations.	3	2	2	2	2	1	2	3	2	3	-	-	-
MAJMC 207.3	Course will make students understand the workings of the media -- and the 'new media' landscape	3	2	2	2	2	2	2	3	3	3	-	-	-
MAJMC 207.4	Understand the mechanics, principles, of PR.	1	2	2	1	3	3	1	2	2				
MAJMC 207.5	Understand the world of Corporate Communication.	3	1	3	3	1	1	2	2	2				

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2017-18						
Class: MA(J&MC) II Semester						
Subject Name: MAJMC 207 Public Relations		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Pr communication.	3
CO1	Q.2a	Define the characteristics of PR professonal.	3
	Q.2b	What is difference between CSR and Corporate communication .	3
CO1	Q.3	What are requirements for recording radio programmes for CSR.	6
CO2	Q.4	Briefly explain the steps to damage control.	3
CO2	Q.5a	Define the diversification of PR firm.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define CC.	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Public Relations /Course code **MAJMC 207** is level 2 for the academic year 2017-18.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advance Media Research
Course Code : MAJMC 301, Crédits : 3, Session : 2017-18 (ODD), Class MAJMC III Sem
Faculty Name : Dr. Sumit Narula

Introduction: The course aims at teaching applied research can put theory to the test, it may add to conceptual clarification and integrate previous existing theories. Thus, central aim of applied research is to find out a solution for some pressing practical problem.

Course Outcomes: At the end of the course, students will be able to:

- MAJMC 301.1- The introduce students to the application of research in mass communication
- MAJMC 301.2- explore the various forms of research in different media
- MAJMC 301.3- introduce students to the variety of tools used in different forms of media research
- MAJMC 301.4- introduce them to the concept of research paper/articles and their execution
- MAJMC 301.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination.	A	5%

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	The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: – Correlation & Regression Analysis	**25 %**
Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R2; Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Pape	
Module II: Test of Significance	**25%**
Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III: Analysis of Variance (ANOVA) and Time	**25 %**
Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Method	**25%**

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Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett's Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

Teaching Pedagogy:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for application of media research

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint.Singapore: Wadsworth. • Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National Universityof Journalism and Communication, Bhopal. • C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. NewDelhi: New Age International. • Research reports of Neilson, Indi

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning, Concept and Characteristics of Correlation	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Correlation:	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Type (Postive, Negative and Zero),	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
4	Audience Analysis;	Lecture	MAJMC 301.1	Mid Term-1, Quiz &

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				End Sem Exam
5	Process, Effect and Impact Research	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
6	Research in Newspaper and Magazine Circulation	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
7	Research; Readership	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
8	Research; Readability	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
9	Research Research in Television and Radio Rating Method;	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
10	Non – rating Method Research in Public Relation Industry	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
11	research; News tracking research;	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
12	Competitive analysis	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
13	Research in New Media: Social Media Research;	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
14	Research on Online usage	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
15	Statistics applied in Research:	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem

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				Exam
17	Frequencies and Percentages;	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
18	Measures of Central tendency:	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
19	Mean,	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
20	median and mode;	Lecture	MAJMC 301.3	Mid Term-1, Quiz & End Sem Exam
21	Measures of Dispersion: Range,	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
22	standard deviation	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
23	and mean deviation;	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
24	Simple correlation	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
25	correlation	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology data;	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
27	Environmental database	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
28	Factor Analysis: Meaning, Interpretation,	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam

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29	Application, Principle Component Method with Varimax Rotation,	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
30	KO Barlett's Test for Validity with SPSS,	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
31	Identification of Factors through loading with SPSS	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
32	Advantage and Limitation of Factor Analysis	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
33	Cross Tabulation and Chi-square Test with SPSS	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
34	One-way ANOVA: Meaning, Interpretation	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
35	Application and Calculation with SPSS	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
36	Time Series Analysis	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC501.1	The course designed to media research analysis for	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	source, message, channel and audience concept															
JMC501.2	The course will help students develop the applications of media research in print, electronic and PR industry	3	2	2	2	2	3	3	2	2	1	3		2	3	3
JMC501.3	Prepare media research plans for the above mentioned industries	3	2	2	2	2	2	3	3	3	2	3		3	3	3
JMC501.4	Apply the basic statistical processes in various media research studies	3	3	2	3	2	2	3	2	1	2	3		3	2	1
JMC501.5	The course will also help develop knowledge of major media characteristics and applied research in industry	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM –III) 2017-18
Class: MAJMC III Semester

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Subject Name: MAJMC 301 Applied Research in Media Studies		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of applied research & ethics
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some common methodologies used in applied research, and how do they differ from those used in theoretical research?	3
CO1	Q.2a	What is one-way ANNOVA? Explain.	3
	Q.2b	How do researchers ensure that their findings from applied research are relevant and applicable to the target audience or problem?	3
CO1	Q.3	What is KO Barlett's Test for Validity with SPSS?	6
CO2	Q.4	How does collaboration between researchers and stakeholders, such as industry partners or government agencies, enhance the effectiveness of applied research?	3
CO2	Q.5a	What role does data analysis and interpretation play in applied research, and how do researchers ensure the validity and reliability of their findings?	3
	Q.5b	How do researchers disseminate the results of applied research to maximize its impact and implementation?	3
CO2	Q 6	What are some challenges commonly faced by researchers in the field of applied research, and how can they be addressed to facilitate the translation of research findings into practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advance Media Research***/Course code ***MAJMC 301*** is level 2 for the academic year 2017-18.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : MAJMC 302, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MA(J&MC). III Sem
Faculty Name : Mr. Siddharth Sharma

A. **Introduction:** The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. **Course Outcomes:** At the end of the course, students will be able to:
MAJMC 302.1. In this course students will understand the language of film making
MAJMC 302.2. They will come to know about different stages of filmmaking
MAJMC 302.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
MAJMC 302.4. They will be introduced to the concepts of lighting and editing for films.
- **MAJMC 302.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	MAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	MAJMC 302.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	MAJMC 302.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	MAJMC 302.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	MAJMC 302.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	MAJMC 302.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 302.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 302.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 302.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	MAJMC 302.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 206.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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MJM 206.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MJM 206.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
MJM 206.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MJM 206.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM-III) 2017-18						
Class: MA(J&MC) III Semester						
Subject Name: MAJMC 302 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1: In this course students will understand the language of film making CO2:•They will come to know about different stages of filmmaking.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **MAJMC 302** is level 3 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Advanced New Media
Course Code : **MAJMC 303**, Credits : 3, Session : 2017-18(ODD), Class MAJMC IIIth Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **MAJMC 303**.1- Develop an understanding of the evolving nature of media consumption patterns in the networked world.
- **MAJMC 303**.2- Explore the emergence of the new 'reader' and their role in shaping media content and distribution.
- **MAJMC 303**.3- Analyze the convergence of media and technology and its impact on content creation, distribution, and audience engagement.
- **MAJMC 303**.4- Gain insight into the changing role of media professionals in the context of new media environments.
- **MAJMC 303**.5- Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-MAsed, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to Cyber Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: Cyber Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and deMAtable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	0	05	10	10	7

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam

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	protocol, e-mail, instant messaging,			
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and	Lecture	**MAJMC**	Mid Term-

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	extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy		**303**.3	2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers	Practical	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz &

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.5	Mid Term-2, Quiz & End Sem Exam
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**MAJMC 303**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 303.1	Develop an understanding of the evolving nature of media consumption patterns in the networked world..	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
MAJMC 303.2	Explore the emergence of the new 'reader' and their role in shaping media content and distribution.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
MAJMC 303.3	- Analyze the convergence of media and technology and its impact on content creation, distribution,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	and audience engagement ..															
MAJMC 303.4	Gain insight into the changing role of media professionals in the context of new media environments.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
MAJMC 303.5	Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM III) 2017-18						
Class: MAJMC.III Semester						
Subject Name: MAJMC 303 ADVANCED NEW MEDIA		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What is meant by the "emergence of the new 'reader'" in the context of new media?	3
CO1	Q.2a	How do you define the convergence of media and technology, and what impact does it have on media consumption?	3
	Q.2b	Can you explain the changing role of media professionals in the context of new media environments?	3
CO1	Q.3	What are some key concepts and practices of web journalism that you have learned in this course?	6
CO2	Q.4	How do you identify synergies, challenges, and opportunities in the emerging media landscape?	3
CO2	Q.5a	What are some recent trends and innovations in digital media platforms and social networking?	3
	Q.5b	How do you evaluate the credibility of information in online media sources?	3
CO2	Q 6	What practical skills have you acquired in digital content creation and social media management?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: MAsed on internal and external assessment the level of Course outcome attainment of the course **Advanced New Media /Course code MA*JMC 303*** is level 3 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Advertising Stratégies and Planning
Course Code : MAJMC 304, Crédits : 3, Session : 2017-18 (ODD), Class MAJMC 3rd Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to explore the dynamic world of Advertising Strategies, where we dissect the tactics and techniques used to create impactful campaigns that resonate with target audiences and achieve marketing objectives.

Course Outcomes: At the end of the course, students will be able to:

- MAJMC-304.1- Understand the various perspectives of Advertising strategies.
- MAJMC-304.2- Identify the opportunities in the field of Advertising strategies.
- MAJMC-304.3- Creating Advertising Plans for clients.
- MAJMC-304.4- Researching and analyzing in the field of advertising.
- MAJMC-304.5- Gain proficiency in developing and executing comprehensive advertising strategies.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weight
Module I Introduction	**15%**
PR concepts and role (Definitions and concepts, Role and Objectives of PR) Public Relations in India; Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning PR campaigns; PR Tools; Lobbying Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits) Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post) Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20%**
Writing for press (Pitch notes, placed articles, Media briefing documents) Press release; Press Interviews; Contents for the	
Module IV Functions of Corporate Communication	**10%**
Introduction- Difference between Public Relations and Corporate Communication Importance and functions of Corporate Communication Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	
Importance – Role of Corporate Communication tools; Company Profile in an organization House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices	**15%**
Module VI Corporate Planning and Strategy	**10%**
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

Teaching Pedagogy:

The class will be taught by giving references of case studies, practical Public Relations

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strategies from various organizations. Significance of Public Relations and Corporate Communication will be taught to the students through examples from the business world. Traits will be given to them in the class so that the students can be more confident in Public Relations and Corporate Communication. The students will get a deep insight on to the subject by the time the course gets completed. With the learning of practical aspects of the business world through Public Relations and Corporate Communications after completion of the course the students can work for any organization with full determination and dedication due to their good PR and Communication skills. It is because a person can be successful in personnel and professional life through these two skills to a great extent.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	
Weightage (%)	05	05	10	10	70

D. Suggested Text/Reference Books:

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Jethwaney, J.N. & Sarkar,N.N.; Public Relations; Sterling Publishers Pvt.Ltd
- Moore, H. Frazier & Frank B.K.; Public Relation; Richard d Irwin

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts)	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Role and Objectives of PR	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam

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3	Public Relations in India	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Internal & External PR	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
5	Role of PRSI	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
6	Planning PR campaigns	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
7	PR Tools	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
8	Lobbying	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
9	Media relations (Media list)	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
10	Relationship building meetings	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
11	Media planning	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
12	Media tours and visits	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
13	Role of Press kit and its importance	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam

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14	Organizing press conference	Practical	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
15	Measurement of PR (Pre, during and post)	Practical	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
16	Role of new media in PR	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
17	Changing trends in PR	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Techniques of Public Relations	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for press (Pitch notes)	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
20	Placed articles, 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
21	Media briefing documents	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
22	Press release	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
23	Press Interviews	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
24	Contents for the newsletter	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
25	Functions of Corporate Communication	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem

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				Exam
26	Introduction- Difference between Public Relations and Corporate Communication	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
27	Importance and functions of Corporate Communication	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
28	Elements of corporate communication	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
29	Corporate philosophy	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
30	Corporate culture	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
31	Corporate identity	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
32	Corporate citizenship	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate philanthropy	Practical	MAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
34	Tools of Corporate Communication	Practical	MAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
35	Importance – Role of Corporate Communication tools	Practical	MAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
36	Company Profile in an organization	Theory	MAJMC 304.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 304.1	Understand the various perspectives of Advertising strategies	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
MAJMC 304.2	Identify the opportunities in the field of Advertising strategies.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
MAJMC 304.3	Creating Advertising Plans for clients.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
MAJMC 304.4	Researching and analyzing in the field of advertising.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
MAJMC 304.5	Gain proficiency in developing and executing comprehensive advertising strategies.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**



Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2017-18						
Class: MAJMC.III Semester						
Subject Name: MAJMC-101 ADVERTISING STRATEGIES		Time: 1.5 HRS			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key objectives of Public Relations and Corporate Communication?	3
CO1	Q.2a	How can effective PR campaigns be planned and executed using diverse tools?	3
	Q.2b	What role does media relations play in building strong PR strategies?	3
CO1	Q.3	How important is the Press kit in organizing successful press conferences?	6
CO2	Q.4	How is the effectiveness of PR campaigns measured?	3
CO2	Q.5a	What impact has new media had on the practice of Public Relations?	3
	Q.5b	Describe the essential elements of Corporate Communication and their significance.	3
CO2	Q 6	How do tools like annual reports and internet-based newsletters enhance Corporate Communication?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***ADVERTISING STRATEGIES AND PLANNING*** /Course code MAJMC-***304*** is level 3 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course : Print Layout and Design
Course Code : MAJMC 305 Crédits :03 Session :2017-18(Odd Sem.) , Class : MAJMC III Sem
Faculty Name : Sanjay Singh Sikarwar

Introduction: The course aims to introduce basic concepts of print. In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

A. **Course Outcomes:** At the end of the course, students will be able to:

MAJMC 305 .1. Students will understand the basic computer fundamentals.
MAJMC 305.2. Students will learn the basics of Photoshop and CorelDraw
MAJMC 305.3. Students will learn the basics of Quark express and Indesign.
MAJMC 305.4. Evaluate the different ideologies in the field of graphics & editing
MAJMC 305.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Computer Fundamentals and Ms Office	**Weightage**
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	**40%**
Module II: Introduction to Photoshop	**30%**

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Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	
Module III: Introduction to Adobe In Design	**30%**
Working with In-design, Page design, Newspaper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Lab/ Practicals: Training of Graphics and Animation Software

E. Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**Total**
70 %	**30 %**	**100**

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

- Shalini and Adity Gupta, Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and Production
- Help Command of the related Software Programme.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Generations	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
2	Basic components of Computer	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
3	Input/output devices	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
4	Memory and other peripherals	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction to Operating System (Windows 10),	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
6	Functions and features of Operating System	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
7	Accessories, Control Panel, Desktop, Windows Explorer	Lecture	MAJMC 305.1	Mid Term-1, Quiz &

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				End Sem Exam
8	Ms office Suit, Introduction to word Processing	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
9	MS Word interface, Tools and Menus	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
10	Document editing and formatting, Mail Merge	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
11	MS Excel Interface, Tools and Menus, Creating Spreadsheet	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
12	Use of functions, Charts and Graphs, MS PowerPoint Interface	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
13	Tools and Menus, Creating slides	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
14	inserting multimedia objects	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
15	Transition and Custom Animation	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
16	Delivering, Presentations.	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
17	Introduction to Graphics	Lecture	MAJMC 305.3	Mid Term-1,

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				Quiz & End Sem Exam
18	Colours	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
19	Tools and Menus	Lecture	MAJMC 305.4	Mid Term-1, Quiz & End Sem Exam
20	models and modes	Lecture	MAJMC 305.4	Mid Term-1, Quiz & End Sem Exam
21	Graphic file formats	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
22	Applications	Practical	MAJMC 305.4	Presentation, Quiz & End Sem Exam
23	Adobe Photoshop Interface	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
24	Tools and Menus, Working with Layers	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
25	Filters, Masking and other tool.	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
26	Use of Photoshop for Designing and Photo Publishing	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam
27	Corel Draw Interface, Tools	Lecture	MAJMC	Presentat

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	and Menus		305.5	ion, Quiz & End Sem Exam
28	Working with Corel Draw	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam
29	Advertisement, Pamphlet	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
30	Brochure, Posters Invitation Card	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
31	Flex Design with the help of Corel Draw	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
32	Flex Design with the help of Photoshop	Practical	MAJMC 305.4	Presentation, Quiz & End Sem Exam
33	Quark Express Interface	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
34	Tools and Menus	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
35	Working with Quark	Practical	MAJMC 305.4	Presentation, Quiz & End Sem Exam
36	Page design	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam

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37	News paper, Magazine & Advertisement Design	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
38	In-design Interface	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam
39	In-design working	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
40	Tools and Menus	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 305.1	Students will understand the basic computer fundamentals.	3	3	1	3	1				2		2	1	2	2	2

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MAJMC 305.2	Students will learn the basics of Photoshop and CorelDraw	3	2	2	2	2				2		1	1	2	2	2
MAJMC 305.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1		2	2
MAJMC 305.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1	1		1
MAJMC 305.5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1	2	2	1

Sample Question Paper

<table>
<tr><td colspan="7">AMITY SCHOOL OF COMMUNICATION
MID-SEMESTER (SEM –III) 2017-18</td></tr>
<tr><td colspan="7">Class: MA (J&MC) III Semester</td></tr>
<tr><td colspan="2">Subject Name: Print Layout and Design
MAJMC 305</td><td colspan="3">Time: 1.5 Hrs</td><td colspan="2">Max. Marks: 30</td></tr>
<tr><td>Levels of the questions as per Blooms Taxonomy</td><td>Remembering</td><td>Understanding</td><td>Applying</td><td>Analyzing</td><td>Evaluating</td><td>Creating</td></tr>
<tr><td>Question Mapping</td><td>Q.1,4</td><td>Q.2,3</td><td>Q.4</td><td>Q.2,5,6</td><td></td><td></td></tr>
<tr><td colspan="7">Student will be able to
CO1: List the Different designing software and concept.
CO2: Apply different application as per need.</td></tr>
<tr><td>CO Map</td><td>Question No.</td><td colspan="4">Question</td><td>Marks</td></tr>
<tr><td>CO1</td><td>Q.1</td><td colspan="4">What are the latest software and application in studying audiences through digital media?</td><td>3</td></tr>
<tr><td></td><td>Q.2a</td><td colspan="4">What are the various platforms of graphics?</td><td>3</td></tr>
</table>

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CO1	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Print Layout and Design /Course code MA***JMC 305*** is level **3** for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Anchoring and Presentation
Course Code : **MAJMC 306**, Credits : 3, Session : 2017-18 (ODD), Class MAJMC IIIth Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **MAJMC-306**.1- Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.
- **MAJMC-306**.2- Acquire the skills to handle live broadcasting situations with confidence and poise, including ad-libbing and responding to unexpected challenges.
- **MAJMC-306**.3- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.
- **MAJMC-306**.4- Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.
- **MAJMC-306**.5- Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I:	**50 %**
Qualities of an anchor; Voice Modulation; Dressing Styles and formats Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	
Module II: Writing	**40 %**
Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	
Module III: Case Studies	**10%**
(a) Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
2	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
3	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
4	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
5	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
6	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
8	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
9	Anchoring interviews: people from different fields; Reality	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz &

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	shows; Hosting a match; Using a teleprompter; Sight read			End Sem Exam
10	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
11	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
12	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
13	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
14	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
15	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
16	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
17	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
18	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam

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19	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
20	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
21	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
22	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
23	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
24	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
25	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam

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	of interviewing; Anchoring of documentary style; Art of using spoken Language			
26	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
27	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
28	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
29	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
30	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
31	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
32	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
33	Shireen Bhan; Arnab Goswami; Barkha Datt;	Lecture	**MAJMC**	Mid Term-

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	Vinod Dua		**306**.4	2, Quiz & End Sem Exam
34	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.5	Mid Term-2, Quiz & End Sem Exam
35	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.5	Mid Term-2, Quiz & End Sem Exam
36	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 306.1	Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
MAJMC 306.2	Acquire the skills to handle live broadcasting situations with confidence	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	and poise, including ad-libbing and responding to unexpected challenges															
MAJMC 306.3	- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
MAJMC 306.4	Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
MAJMC 306.5	Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM III) 2017-18						
Class: MAJMC III Semester						
Subject Name: MAJMC-**306** ANCHORING AND PRESENTATION		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you define professionalism in television anchoring?	3
CO1	Q.2a	What are some common challenges faced by television anchors, and how do you propose to address them?	3
	Q.2b	How do you engage and maintain audience interest through vocal delivery and body language?	3
CO1	Q.3	Give an example of adapting an anchor script for different program genres.	6
CO2	Q.4	How do you manage time effectively to meet broadcasting deadlines?	3
CO2	Q.5a	What ethical considerations are important for television anchors?	3
	Q.5b	How do peer collaboration and feedback sessions contribute to improving anchoring skills?	3
CO2	Q 6	Reflect on your growth as a television anchor throughout the course.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Anchoring and Presentation /Course code MAJMC-*306*** is level 2 for the academic year 2017-18.

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Amity School of Communication
Course Handout
Course Name : Media Analysis and Current Affairs
Course Code : MAJMC 401. Crédits : 3, Session : 2017-18 (EVEN), Class MAJMC 4th Semester
Faculty Name : Aditya Kumar Shukla

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- MAJMC-401.1-Students will select the Language of news and fundamentals and content
- MAJMC-401.2-Students will understand the relationship between theory and practice
- MAJMC-401.3- Students will be classifying various fascinating aspects of current affairs and news
- MAJMC-401.4-Students will be able to define the crucial fine points that make Cine
- MAJMC-401.5-To create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and

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skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

	Wei
Module I Overview	**20%**
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	**20%**
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	

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Module III Global Economic Trends and Issues	**20%**
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	**20%**
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Lab/ Practicals details, if applicable: List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
- Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
5	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
6	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam

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	on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News			
7	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
9	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
10	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam

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12	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
13	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
14	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
15	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
16	Classroom Discussions on National and International	Lecture	MAJMC 401.2	Mid Term-1, Quiz &

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	News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			End Sem Exam
17	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
18	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
19	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Classroom Discussions on National and International News Comparative Analysis of News Treatment in	Lecture	MAJMC 401.3	Mid Term-1, Quiz & End Sem Exam

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	Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			
21	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
22	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
23	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam

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	Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
24	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
25	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
26	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion;	Practical	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam

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	The Asian Development Bank; World Economic Forum			
27	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
28	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
29	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam

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30	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
31	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
32	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Theory	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam

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I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 401.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		2	1	**3**	**2**	**1**

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MAJMC 401.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		1	1	**2**	**3**	**3**
MAJMC 401.3	Students will be classify various fascinating aspects of current affairs and news	3	2	2	2	2				3		3	1	**3**	**3**	**3**
MAJMC 401.4	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		2	1	**3**	**2**	**1**
MAJMC 401.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		2	1	**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2017-18						
Class: MAMAJMC-IV Semester						
Subject Name: MAJMC-401 CURRENT AFFAIRS AND MEDIA ANALYSIS		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Analysis and Current Affairs /Course code ***MAJMC 401*** is level **3** for the academic year 2017-18.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media Ethics, Laws & Regulations
Course Code : MAJMC 402 **Crédits :** 03 **Session :** 2017-18 (Even Sem.), **Class :** MA (J&MC). 2nd Year
Faculty Name : Satnaam Singh

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: At the end of the course, students will be able to:

MAJMC 402.1. To introduce students to ethical issues and legal restraints placed upon media.

MAJMC 402.2. To discuss the conflicting traditions of a free but regulated mass media.

MAJMC 402.3. To describe the various media laws.

MAJMC 402.4. To understand the context and framework of media regulation in India.

MAJMC 402.5. To discuss the issues arising from regulation of the media.

MAJMC 402.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and
International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information
Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)
Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam

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4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	MAJMC 402.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam

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23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	MAJMC 402.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix

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E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES												
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 402.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	-	-	-
MAJMC 402.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	-	-	-
MAJMC 402.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	-	-	-
MAJMC 402.4.	To understand the context and framework of media regulation in India													
MAJMC 402.5.	To discuss the issues arising from regulation of the media													
MAJMC 402.6.	To locate the role of various stakeholders in content regulation of the media													

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Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –IV) 2017-18						
Class: MA(J&MC) IV Semester						
Subject Name: Media Ethics & Law MAJMC 402		**Time: 1.5Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5. a	Q.5.b

Student will be able to

CO1: Understanding the role of press in a democratic society.

CO2: Learn about the fundamental rights along with articles mentioned in the constitution.

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Ethics, Laws & Regulations /Course code ***MAJMC 402*** is level **3** for the academic year 2017-18.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Development Communication
Course Code : MAJMC 403, Crédits : 03, Session : 2017-18 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Sayantani Roy

A. Introduction: This course focuses on the concept of development & To increase understanding about community and organization.

A. Course Outcomes: At the end of the course, students will be able to:

MAJMC403.1. To increase student's knowledge in development communication

MAJMC403.2. To understand role of different Government and Non-government Organizations in development communication

MAJMC403.3 To introduce need of different communication approaches for different settings

MAJMC403.4: To understand the different approaches of development communication.

MAJMC 403.5: To understand the importance of development communication in upliftment of society

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Syllabus:

Modules	**Weightage (%)**
Module I Concept of Development	**20 %**
Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private SectorIndustries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	
Module II Concept of Community, Structure and Organization	**20 %**
Concept and Characteristics of a Community, Structure and Organization of Different Typesof Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Pris, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of GroupFormation, Group Norms and Structure	
Module III Development Communication	**20 %**
Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	

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Module IV: Approaches in Development Communication	
Communication Planning at National, State, Regional, District, Block and Village Levels,Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play,Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT(Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	**40 %**

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline withthe help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

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MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

- Narula Uma, Har Anand., Development Communication – Theory and Practice,
- Gupta V.S., Communication and Development Concept., New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division,Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
- Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West CommunicationCentre, Honolulu
- Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
- Michael P Longman., Economic Development in the Third World, Todaro, New York

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Development	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Process of Development,	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
3	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
4	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
5	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
6	Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy &	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam

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	Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues			
7	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
8	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
9	Issues Of Women And Children, Rural Development, Urbanization And Related Problems	Lecture	MAJM C 403.2	Mid Term-1, Quiz & End Sem Exam
10	Theories and Paradigms of Development	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of Community, Structure and Organization	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
12	Tribal, Rural and Urban and Urban Slums,	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning and Scope of Community Organization, Pris, Cooperatives	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
14	Tribal, Rural and Urban and Urban Slums,	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
15	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
16	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
17	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam

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18	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJM C 403.3	Presentation, Quiz & End Sem Exam
19	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
20	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
21	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
22	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
23	Development Communication	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
24	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
25	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
27	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
28	Role of NGOs	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
29	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
30	Role of NGOs	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
31	Approaches in Development Communication	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam

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32	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
33	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
34	Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
35	Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
36	Participatory Approaches of Communication, Barriers in Development Communication	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

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MAJ MC 403.1	To increase student's knowledge in development communication	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.2	To understand role of different Government and Non-government Organizations in development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.3	*To introduce need of different communication approaches for different settings*	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.4	To understand the different approaches of development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.5	To understand the importance of development communication in upliftment of society	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2017-18						
Class: MA(J&MC) III Semester						
Subject Name: MAJMC403 DEVELOPMENT COMMUNICATION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: To increase student's knowledge in development communication						

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CO2. To understand role of different Government and Non-government Organizations in development communication

*CO3. **T**o introduce need of different communication approaches for different settings*

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Development?	3
CO1	Q.2a	Explain the scope of Development Communication.	3
	Q.2b	Explain the 'Concept and Characteristics of a Community.	3
CO2	Q.3	Analyze in detail the Communication Planning at National, State, Regional, District, Block and Village Levels	6
CO2	Q.4	What do you mean by Traditional Media.	3
CO3	Q.5a	Write a short note on E-Governance.	3
	Q.5b	State the importance of Digital Democracy & E-Chaupal.	3
CO3	Q 6	Examine the Barriers in Development Communication.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Development Communication** /Course code ***MAJMC 403*** is level **2** for the academic year 2017-18.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: MA(J&MC), Corporate Communication & Brand Management
Course Code: MAJMC 404, Credits: 03, Session: 2017-18 (Even Sem.), Class: MAJMC. IV Sem
Faculty Name : Satnaam Singh

A. Introduction: To Understand how corporate communication works..

B. **Course Outcomes:** At the end of the course, students will be able to:

BJM404.1: To provide basic and emerging concepts and principles about better decision-making in Corporate Communication and Brand Management.

BJM404.2: To enable the students to integrate various functions with organizational goals and strategies.

BJM404.3: To provide hands-on training on planning and production of brand and social campaigns.

MAJMC404.4: To provide skills on various relevant software, especially in media planning and production of campaigns.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, and sustainability and allowing them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance Is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves Including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Course Content/Syllabus:

Modules	**Weightage (%)**
Module I: Corporate communication	**30%**
Definition and scope of corporate communication Need, Importance, scope, nature, role and evolution of corporate communications, Functions of Corporate Communication	

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Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement Internal and external audience	
Module II: Corporate Identity	**30%**
Key concepts of corporate identity, corporate identity planning, corporate image, corporate personality Branding the corporate, corporate functions and corporate tools PR vs Corporate Communication	
Module III: Brand Concepts	**20%**
Evolution of Brands, Brands & Products Brand Perspective, Brand Differentiation Brand Positioning, Brand Image Brand Equity, Brand Extension	
Module IV: Branding Strategies	**20%**
Closing Branding Strategies Product Branding, Line Branding, Range Branding Umbrella Branding, Source Double Branding. Endorsement Branding	
Module V: Tools of Corporate & Brand Communication	**20%**
Desktop Publishing (DTP) Corporate Communication through websites, designing of the website. Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report. Types of leaflets, formal and informal invitations, Designing of leaflets, invitations Blogs, Podcasting, chat rooms, social networking sites and current TV: Impact of citizen journalism and "Transparency" on Corporate communications practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipment's
3. Class discussion
4. Field Assignments

E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	**0**	**100%**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Dropdown)	**Class Test**	**Project 1**	**Project2**	**Attendance**	
Weightage (%)	10	5	10	5	70

Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer.*New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations.* Bangalore-HimalayaPublishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N.Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H.Center. *Effective Public Relations.* New Jersy-Pentice Hall.Books

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition and scope of corporate communication	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
2	Need, Importance, scope, nature, role and evolution of corporate communications,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
3	Functions of Corporate Communication	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam

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	Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy			
4	Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
5	Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
6	Direct marketing, network marketing, Issue management,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
7	Celebrity endorsement	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
8	Internal and external audience	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
9	Key concepts of corporate identity.	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
10	Corporate identity planning.	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
11	Corporate image & Corporate personality	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
12	Branding the corporate, corporate functions and corporate tools	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
13	PR vs Corporate Communication	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
14	Evolution of Brands, Brands & Products	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam

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15	Brand Perspective, Brand Differentiation	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
16	Brand Positioning, Brand Image	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
17	Brand Equity& Brand Extension	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
18	Closing Branding Strategies	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
19	Product Branding	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
20	Line Branding & Range Branding	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
21	Umbrella Branding & Source Double Branding.	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
22	Endorsement Branding	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
23	Desktop Publishing (DTP)	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
24	Corporate Communication through websites	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
25	Designing of website	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
26	Annual Reports: Budget, timing.	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
27	General concepts of the annual report	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
28	Essentials of designing a report	Lecture	MAJMC 404.4	Mid Term-1, Quiz & End Sem Exam
29	Types of leaflets, formal and informal invitations,	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam

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30	Designing of leaflets, invitations Blogs	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
31	Designing of leaflets, invitations Podcasting	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
32	Designing of leaflets, invitations chat rooms	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
33	Designing of leaflets, invitations social networking sites and current TV:	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
34	Impact of citizen journalism and "Transparency" on Corporate communications practice	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
35	Impact of citizen journalism and "Transparency" on Corporate communications practice	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
36	Revision	Revision	MAJMC404.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1

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											0
MAJMC404.1	To provide basic and emerging concepts and principles concerning better decision making in Corporate Communication and Brand Management	-	**3**	**2**	**3**	-	**1**	-	**3**	-	-
MAJMC404.2	To enable the students to integrate various functions with organizational goals and strategies.	-	-	**1**	**2**	**3**	**3**	**2**	**1**	-	-
MAJMC404.3	To provide hands-on training on planning and production of brand and social campaigns.	-	**3**	**1**	**3**	**2**	**1**	-	**3**	-	-
MAJMC404.4	To provide skills in various relevant software, especially in media planning and production of campaigns.	-	**2**	**1**	**3**	**3**	**2**	**1**	-	-	-

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Sample Question Paper

Amity School of Communication **MID-SEMESTER(SEM–4) 2017-18**						
Class: MAJMC-4th Semester						
Subject Name: Corporate Communication & Brand Management MA JMC 404		Time: 1:30 Hrs		**Max.Marks:30**		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to

CO1: To provide basic and emerging concepts and principles in relation to better decision-making in Corporate Communication and Brand Management

CO2: To enable the students to integrate various functions with organizational goals and strategies.

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss the different elements of corporate communication.	3
CO1	Q.2a	List down the difference between logo, identity, and image.	3
	Q.2b	Outline the Functions of Corporate Communication.	3
CO2	Q.3	Explain the term Brand Positioning and its importance in advertisement.	6
CO2	Q.4	List down key features of DTP.	3
CO2	Q.5a	Explain the difference between Umbrella Branding and Endorsement Branding.	3
	Q.5b	Outline the different features of podcasting.	3
CO2	Q6	Differentiate between direct marketing and network marketing.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level2
Level	3	IF 80% of students secure more than 60% marks then level3

Course outcome: Based on the internal and external assessment the level of Course outcome attainment of the ***course Corporate Communication and Brand Management/Course code JMC 404 is level 2 for the academic year 2017-18.***

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Amity School of Communication
Course Handout
Course Name: **News Room Practices**
Course Code: MA JMC 405, Credits: 3 Session: 2017-18 Class: MA J&MC IV Semester
Faculty Name: Mr Ashish Sharma

A. **Introduction:** "Newsroom Practices" hones students' skills in news presentation and newsroom operations, focusing on the dynamic world of broadcast journalism. Participants will master the art of credible news delivery while gaining insights into newsroom dynamics, editorial processes, and collaborative practices.

B. **Course Outcomes:** At the end of the course, students will be able to:
MAJMC 405.1. To understand the newsroom practices.
MAJMC 405.2. To understand each department involved, in a newsroom.
MAJMC 405.3. To enable students, to apply their skills to functioning attributes.
MAJMC 405.4. To become aware of the inside picture of the industry.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, and sustainability and allowing them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I	**35%**
Descriptors/Topics TV newsroom structure Process of broadcast of a news report Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational, health, sports INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live, guest coordination, forward plan, day plan. Desk output: rundown, ticker, planning, prep, video editing, graphics. PCR: switcher, sound, play out, CG, Teleprompter MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management. TV AT HOMES: TVcentre , teleport, satellite, downlinking to MSO,DTH platform, home. Research: News research, SIT, RTI Archive/library-tagging, description, archiving	

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Monitoring: keeping watch on other channel	
Module II	**30%**
Descriptors/Topics News collection from field:Reporter, Stringer, sources, other channels, newspapers, news agency, citien journalists/active viewers Thought process of working on a report: Research, data collection, expert advice, byte, shots, Collecting information, shots and bytes/ counter bytes, on location shoot, PTC's:definition, concept, types, requirement LIVE: deferred, on location, actual, impact on viewers, team involved. Coordination with output and ingest role of input	
Module III	**35%**
Descriptors/Topics Role of output Role of each personnel at the desk Coordination with different reporters at various locations. Scriptwriting and making of a package. Rundown and its contents. Requirements of a story update and deciding on the contents of a bulletin Programming according to time requirement	
Module IV	
Descriptors/Topics Aesthetics of screen presentation Montage, Sting, Promos Coordination with the PCR Studio: connection with PCR, PANEL DISCUSSION, talk shows, debates, news bulletins STUDIO SETUP, Multi-cam, single cam, technical requirement, multi-location, live broadcast HOW BROADCAST TAKES PLACE	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

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F. Text Reading:

1. The Broadcast Journalism Handbook: A Television News Survival Guide By Robert Thompson, Cindy Malone
2. News Casting in Electronic Media, by Mohan Sundara Rajan
3. On Camera: How to Report Anchor and Interview by Nancy Reardon
4. Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia, Terry Anzur
5. Presenting Magically: Transforming Your Stage Presence with Nlp by Tad James, David Shephard
6. Swati Chauhan and Navin Chandra., Foundations of News and Journalism, Kanishka Publishers, Delhi, 2005
7. N.C. Pant., Modern Journalism: Principles & Practices, Kanishka Publishers, Delhi, 2004

References

1. The ABC of News Anchoring By Richa Jain Kalra
2. Watching Various International/National News Channels regularly

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV newsroom structure Process of broadcast of a news report	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
2	Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational, health, sports	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
3	INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan.	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
4	Desk output: rundown, ticker, planning, prep, video editing, graphics	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
5	PCR: switcher, sound, play out, CG, Teleprompter	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
6	MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
7	TV AT HOMES: TVcentre , teleport, satellite, downlinking to MSO,DTH platform, home.	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
8	Research: News research, SIT, RTI	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
9	Archive/library-tagging, description, archiving Monitoring: keeping watch on other channel	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
10	News collection from field:Reporter, Stringer, sources, other channels, newspapers, news agency, citien journalists/active viewers	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
11	Thought process of working on a report: Research, data	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam

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	collection, expert advice, byte, shots,			
12	PTC's: definition, concept, types, requirement	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
13	Collecting information, shots, and bytes/ counter bytes, on location shoot,	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
14	LIVE: deferred, on location, actual, impact on viewers, team involved.	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
15	Coordination with output and ingest role of input	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
16	Role of output .	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
17	Role of each personnel at the desk	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
18	Coordination with different reporters at various locations	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
19	Coordination with different reporters at various locations	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
20	Script writing and making of a package.	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
21	Rundown and its contents.	Lecture	MAJMC 405.3	Mid Term-2, Quiz & End Sem Exam
22	Requirements of a story update and deciding on the contents of a bulletin	Lecture	MAJMC 405.3	Mid Term-2, Quiz & End Sem Exam
23	Requirements of a story update and deciding on the contents of a bulletin	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
24	Programming according to time requirement	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
25	Aesthetics of screen presentation	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
26	Montage	Lecture	MAJMC	Mid Term-2,

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			405.4	Quiz & End Sem Exam
27	Sting & Promo	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
28	Coordination with the PCR Studio: connection with PCR.	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
29	Coordination with the PCR Studio: connection with PCR.	Lecture	MAJMC 405.4	Quiz & End Sem Exam
30	PANEL DISCUSSION, talk shows, debates, news bulletins	Lecture	MAJMC 405.4	Quiz & End Sem Exam
31	INGEST: Feed, FTP, Video Editing, Graphics, PCR	Lecture	MAJMC 405.4	Quiz & End Sem Exam
32	Recording, Desk Output	Lecture	MAJMC 405.5	Quiz & End Sem Exam
33	STUDIO SETUP, Multi cam, single cam, technical requirement, multi-location, live broadcast	Lecture	MAJMC 405.5	Quiz & End Sem Exam
34	STUDIO SETUP, Multi cam, single cam, technical requirement, multi-location, live broadcast	Lecture	MAJMC 405.5	Quiz & End Sem Exam
35	HOW BROADCAST TAKES PLACE	Lecture	MAJMC 405.5	Quiz & End Sem Exam
36	Revision	Revision	MAJMC 405.5	Revision

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 405.1.	To understand the newsroom practices.	3	3	1	3	1				2		2	1			
MAJMC 405.2.	To understand each department involved, in a newsroom.	3	2	2	2	2				2		1	1			
MAJMC 405.3.	To enable students, apply their skills on functioning attributes.	3	2	2	2	2				3		3	1			
MAJMC 405.4.	To become aware of the inside picture of the industry	3	3	2	3	2				1		2	1			

Sample Question Paper

Sample **Amity School of Communication** **2017-18**						
Class: MA J&MC Newsroom Practices **IV Semester**						
Subject Name: **Anchoring and News Room Practices**		Time: 1:30 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

Student will be able to:
CO 1 - To understand the newsroom practices.
CO 2 - To understand each department involved, in a newsroom.
CO 3 - To enable students, apply their skills on functioning attributes.
CO 4 - To become aware of the inside picture of the industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is good diction important in anchoring?	3
CO1	Q.2	How does an anchor's appearance contribute to program success?	3
	Q.3	What challenges do anchors face during live broadcasts?	3
CO2	Q.4	How does anchoring differ in celebrity interviews compared to political interviews?	6
CO2	Q.5	Name two techniques for effective voice modulation in news anchoring.	3
CO3	Q.6	Identify challenges in anchoring talent shows and briefly explain.	3
	Q.7	What's crucial when anchoring sports shows, especially in post-match analyses?	3
CO4	Q.8	Briefly describe the stages of a newsroom workflow from information intake to broadcast.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Newsroom Practices /Course code MAJMC 405*** is level 3 for the academic year 2017-18.

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Course Handout
Course Name: **Media Globalization**
Course Code: MAJMC 406, Credits: 3 Session: 2017-18 Class: MA J&MC IV Semester
Faculty Name: Mr Ashish Sharma

A. **Introduction:** This course will help students to understand the globalise news media to shape perceptions of global and local reality. They will examine the extent to which the growing access to information from every corner of the globe fosters reporting that accurately reflects global and local realities.

B. **Course Outcomes:** At the end of the course, students will be able to:

1. MAJMC 406.1. Demonstrate understanding of the influence of business pressure on news operations in market-driven/influenced media systems.
2. MAJMC 406.2. To Demonstrate an awareness of the emergence of "new voices" in the global media.
3. MAJMC 406.3. To Identify and demonstrate an understanding of the mechanisms by which governments, intelligence agencies, political parties, and businesses influence the framing of news.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, and sustainability and allowing them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I	**25%**
Descriptors/Topics Issues in international communication. Mass Communication prompted cultural Imperialism. Effects of globalization on media systems transnational media ownership Digital divide in the world: Information control by developed countries. Digital divide between developed and developing countries. Use of information for strengthening neo-imperialism	
Module II	**25%**
Descriptors/Topics Media Moguls and Political Economy of world media Media conglomerates and monopolies: Ted Turner/Rupert Murdoch The American & Chinese media system Internet and an Informed Society Wikipedia, Blogs and SMS: Privacy, Intellectual Property	

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Concept of global media with a backpack journalist	
Module III	**25%**
Descriptors/Topics **The Evolving global media system** Ownership of media: national and international Origin of cable and satellite Media Industry News Agencies: Reuters, AFP, AP,PTI, UNI, ANI. Bilateral, multilateral and regional information cooperation Non-Aligned News Agency Pool- information exchange under NAM Saarc Audio-Visual Exchange (SAVE)- information exchange under SAARC	
Module IV	**25%**
Descriptors/Topics Three Case Studies: Arab Spring, America at War, Iraq and Vietnam Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood, Booming Indian Market of Indian Entertainment : Copy of TV hybrids of global programmes KBC/Big Boss/Others	

Pedagogy for Course Delivery:

1. Class lectures
2. Class presentations
3. Class discussion
4. Field Assignments
5. Screening of documentaries related with the subject.
6. Guest lecturers from field experts

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

Lab/ Practical/ Studio Assessment: NA

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Text & References:

(i) Daya KishanThussu. International Communication: Continuity and Change, Oxford University, Press ,2003.

(ii) Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.

(iii) Communication and Society, Today and Tomorrow " Many Voices One World" Unesco Publication, Rowman and Littlefield publishers, 2004.

(iv) Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.

(v)Daya KishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.

(vi) Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.

(vii) Lee Artz and Yahya R. Kamalipor, The Globalization of Corporate Media Hegemony, New York Press,2003.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Issues in international communication.	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
2	Mass Communication prompted cultural Imperialism.	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
3	Effects of globalization on media systems transnational media ownership	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
4	Digital divide in the world: Information control by developed countries.	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
5	Digital divide between developed and developing countries.	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
6	Digital divide between developed and developing countries.	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
7	Use of information for strengthening neo-imperialism.	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
8	Media Moguls of world media	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
9	Political Economy of world media	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
10	Media conglomerates	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
11	Media Monopolies:	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
12	Media conglomerates and monopolies: Ted Turner/Rupert Murdoch	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
13	The American & Chinese media system	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
14	Internet and an Informed Society	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
15	Wikipedia, Blogs and SMS: Privacy, Intellectual Property	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam

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16	Wikipedia, Blogs and SMS: Privacy, Intellectual Property	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of global media with a backpack journalist	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
18	Concept of global media with a backpack journalist	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
19	**The Evolving global media system**	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
20	Ownership of media: national and international	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
21	Origin of cable and satellite Media Industry	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
22	News Agencies: Reuters, AFP, AP & PTI,	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
23	News Agencies: UNI &, ANI.	Lecture	MAJMC 406.3	Mid Term-2, Quiz & End Sem Exam
24	Bilateral, multilateral and regional information cooperation	Lecture	MAJMC 406.3	Mid Term-2, Quiz & End Sem Exam
25	Non-Aligned News Agency Pool- information exchange under NAM Saarc	Lecture	MAJMC 406.1	Mid Term-2, Quiz & End Sem Exam
26	Non-Aligned News Agency Pool- information exchange under NAM Saarc	Lecture	MAJMC 406.1	Mid Term-2, Quiz & End Sem Exam
27	Audio-Visual Exchange (SAVE)-	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
28	Information exchange under SAARC	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
29	Case Studies	Lecture	MAJMC 406.3	Quiz & End Sem Exam
30	Case Studies: Arab Spring	Lecture	MAJMC 406.3	Quiz & End Sem Exam
31	Case Studies: America at War,	Lecture	MAJMC 406.1	Quiz & End Sem Exam

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32	Case Studies: Iraq and Vietnam	Lecture	MAJMC 406.1	Quiz & End Sem Exam
33	Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood, Booming Indian	Lecture	MAJMC 406.1	Quiz & End Sem Exam
34	Market of Indian Entertainment	Lecture	MAJMC 406.2	Quiz & End Sem Exam
35	Copy of TV hybrids of global programmes KBC/Big Boss/Others	Lecture	MAJMC 406.2	Quiz & End Sem Exam
36	Revision	Revision	MAJMC 406.3	Revision

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 406.1.	Demonstrate understanding of the influence of business pressure on news operations in market-driven/influenced media systems.	3	3	1	3	1				2		2	1	3	1	3
MAJMC 406.2.	To Demonstrate an awareness of the emergence of "new voices" in the global media.	3	2	2	2	2				2		1	1	2	2	2
MAJMC 406.3.	To enable students, apply their skills on functioning attributes.	3	2	2	2	2				3		3	1	2	2	2

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Sample Question Paper

Sample **Amity School of Communication** **2017-2018**						
Class: MA J&MC Newsroom Practices **IV Semester**						
Subject Name: **Media Globalization**		Time: 1:30 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

Students will be able to:
CO 1 - To understand the influence of business pressure on news operations in market-driven/influenced media systems.
CO 2 - To enhance awareness about the emergence of "new voices" in the global media.
CO 3 - To Identify and demonstrate an understanding of the mechanisms by which governments, intelligence agencies, political parties, and businesses influence the framing of news.

CO Map	Question No.	Question	Marks
CO1	Q.1	List down a few Issues in international communication.	3
CO1	Q.2	Briefly explain PTI and UNI.	3
	Q.3	Explain the effects of globalization on media systems across the world.	3
CO2	Q.4	Write a short note about the Non-Aligned News Agency Pool.	6
CO2	Q.5	Elaborate the concept of global media with a backpack journalist.	3
CO3	Q.6	Identify challenges in the Chinese media system as compared to the Indian media system.	3
	Q.7	Write a short note about the concept of Media conglomerates.	3
CO3	Q.8	Differentiate the concept of the Digital divide between developed and developing nations.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Globalization** ***/Course code MA JMC 406*** is level 3 for the academic year 2017-18.

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MADHYA PRADESH
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Amity School of Communication
Course Handout
Course Name : Communication Théories and Model
Course Code : BJM 101, Crédits : 3, Session : 2018-19 (Odd), Class BAJMC Ist Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BJM-101.1- Students will gain a profound grasp of key concepts in communication and mass communication, providing a solid foundation for analyzing and interpreting diverse communication phenomena.
- BJM-101.2- The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication.
- BJM-101.3- They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.
- BJM-101.4- This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts
- BJM-101.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Introduction to Communication and Mass Communication	**25 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Models and Theories	**30%**

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Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification; Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach,Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario; Application of communication models,examples and case studies.	
Module III: Traditional Media	**20 %**
Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	
Module IV: New Trends in Mass Communication	**25 %**
Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations, Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, New Media Technology: Concept & Scope	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Communication: Concept, Definition, Elements;	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
4	Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
5	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
6	Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication;	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam

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	Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,			
7	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
8	Process and elements of communications;	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
9	Levels of communication; Barriers to effective communication;	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
10	Future of communication studies; Forms and Functions of communication	Lecture	BJM 101.1	Mid Term-1, Quiz & End Sem Exam
11	Process and elements of communications;	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
12	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
13	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
14	Communication models: Definition; Scope and Purpose of Models; Communication models;	Practical	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
15	Shannon- Weaver's Mathematical model;	Practical	BJM 101.2	Mid Term-1, Quiz &

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	Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;			End Sem Exam
16	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
17	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
18	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam
20	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music,	Lecture	BJM 101.2	Mid Term-1, Quiz & End Sem Exam

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	dance/ballads, folk and tribal art			
21	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
22	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
23	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
24	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre,	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam

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	puppetry, music, dance/ballads, folk and tribal art			
26	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
27	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
28	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
29	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
30	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	BJM 101.3	Mid Term-2, Quiz & End Sem Exam
31	Means of Mass Communication: Press,	Lecture	BJM 101.3	Mid Term-2, Quiz &

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	Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			End Sem Exam
32	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	BJM BJM 101.4	Mid Term-2, Quiz & End Sem Exam
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	BJM 101.4	Mid Term-2, Quiz & End Sem Exam
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	BJM 101.5	Mid Term-2, Quiz & End Sem Exam
35	Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication,	Lecture	BJM 101.5	Mid Term-2, Quiz & End Sem Exam
36	Globalization and Mass Media, New Media Technology: Concept & Scope	Lecture	BJM 101.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 101.1	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BJM 101.2	The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication interpreting diverse communication phenomena	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BJM 101.3	Students will interpret the challenges	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	and solutions of the radio industry They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective. .															
BJM 101.4	This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BJM 101.5	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	apply them to the field of mass communication															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2018-19						
Class: BAJMC.I Semester						
Subject Name: BJM 101: Communication Theories and Models		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept from communication theories and provide a real-life example illustrating its application in interpersonal interactions.	3
CO1	Q.2a	Explain the role of media literacy in effectively applying communication theories and models, emphasizing how strong media literacy skills impact the interpretation of mass communication messages.	3
	Q.2b	Analyze the impact of a chosen communication model or theory on shaping media content, focusing on how it influences the creation, reception, and interpretation of messages.	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development.	6

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CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	Explore how media literacy enhances the application of communication theories in interpreting mass communication messages.	3
	Q.5b	Identify a specific element in mass communication processes and discuss its role in shaping communication dynamics	3
CO2	Q 6	Analyze the impact of a chosen communication model or theory on shaping media content and influencing message interpretation.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Theories and Models*** /Course code ***BJM-101*** is level 2 for the academic year 2018-2019.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : History and Growth of Media in India
Course Code : BJM 102, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : BA (J&MC) 1st Semster
Faculty Name : Siddharth Sharma

A. Introduction: *The course aims at instructing students about History and Mass Media in India. This paper will introduce the students about the different phase of Journalism in India.*

B. Course Outcomes: At the end of the course, students will be able to:

- BJM102.1 Students will able to learn the early stage of media followed by different types of media used in early days.
- BJM 102.2 Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India
- BJM102.3: Students will be able to describe the history of press in India during the colonial era.
- BJM 102.4: Students will be able to discuss the developments of the press post-independence.
- BJM 102.5: Students will learn the historical aspects of media industry in India.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Course Contents/Syllabus:	Weightage (%)
Module I: Early Stages of Media	**20 %**
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	
Module II: History of Newspapers	**30%**
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; The Phase of Political Awakening: Bhartendu Harishchandra, Mahveer Prasad Dwivedi etc.; The Phase of National Movement: Madan Mohan Malviya, Ganesh Shankar Vidyarithi, Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	
Module III: English & Other Language Press in India	**20 %**
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, SurendranathBanarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	
Module IV: Growth of Media in 20th Century & Current Scenario	**30%**
Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, Digitalization, DTH; Brief History of Television, Growth of Television in India & Doordarshan, Advent of Private Channels in India, Present State of TV Journalism in India	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

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F. Suggested Text/Reference Books:

- History of Indian Journalism – J. Natrajan, Prakashan Vibhag, 2002
- Journalism in India - Rangaswami Parthasarthy, Sterling Publishers, 2007
- India's Newspaper Revolution, Robin Jeffrey, Oxford, 2000
- Headlines from Hindi Heartland, Savanthy Nanon, Sage Publication, 2007

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Oral Traditions of Story-Telling since Early Civilization	*Lecture*	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Traditional Media	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
3	Theatre/Drama,	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
4	*Folk and Tribal Art, Local Fairs*	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Tales & Folklore	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
6	Relationship with the Society	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
7	Innovation of Printing Press	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
8	Music, Dance/Ballads	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
9	Puppetry	Lecture	BJM 102.1	Mid Term-1, Quiz & End Sem Exam
10	James August Hicky and	Lecture	BJM	Mid Term-

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	early Newspapers of Calcutta		102.2	1, Quiz & End Sem Exam
11	Madras and Bombay; James Silk Buckingham	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
12	Role and Contribution; The Phase of Social Awareness	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
13	Raja Ram Mohan Roy, Uddant Martand etc	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom Struggle of 1857 and Role of Indian Press	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
15	The Phase of Political Awakening: Bhartendu Harishchandra	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
16	Mahveer Prasad Dwivedi etc	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
17	The Phase of National Movement: Madan Mohan Malviya	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
18	Ganesh Shankar Vidyarithi	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
19	Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	Lecture	BJM 102.2	Mid Term-1, Quiz & End Sem Exam
20	Important English News Papers and Their Contributions	Lecture	BJM 102.3	Mid Term-1, Quiz & End Sem Exam
21	Prominent Journalists :Sri Arbindo	Lecture	BJM 102.3	Presentation, Quiz & End Sem Exam
22	Mahatma Gandhi, Shishir Kumar Ghosh	Lecture	BJM 102.3	Presentation, Quiz

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				& End Sem Exam
23	Surendranath Banarjee, Sadanand	Lecture	BJM 102.3	Presentation, Quiz & End Sem Exam
24	English Press and Freedom Struggle	Lecture	BJM 102.3	Presentation, Quiz & End Sem Exam
25	Other Indian Language Journalism	Lecture	BJM 102.3	Presentation, Quiz & End Sem Exam
26	An Overview: Bangla, Marathi	Lecture	BJM 102.3	Presentation, Quiz & End Sem Exam
27	An Overview: Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	Lecture	BJM 102.3	Presentation, Quiz & End Sem Exam
28	Nehru Era and the Transition Phase (1947-1974),	Lecture	BJM 102.4	Presentation, Quiz & End Sem Exam
29	Indian Press during Emergency and thereafter (1975-1990)	Lecture	BJM 102.4	Presentation, Quiz & End Sem Exam
30	Era of Globalization and Indian Press (1991 onwards)	Lecture	BJM 102.4	Presentation, Quiz & End Sem Exam
31	Citizen Journalism, Social Media, Convergence and Co-existence	Lecture	BJM 102.4	Presentation, Quiz & End Sem Exam
32	History of Radio, Current Trends in Radio: FM Broadcasting	Lecture	BJM 102.5	Presentation, Quiz & End Sem Exam
33	Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels	Lecture	BJM 102.5	Presentation, Quiz & End Sem Exam
34	Digitalization, DTH; Brief History of Television	Lecture	BJM 102.5	Presentation, Quiz & End Sem Exam

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35	Growth of Television in India & Doordarshan, Advent of Private Channels in India	Lecture	BJM 102.5	Presentation, Quiz & End Sem Exam
36	Present State of TV Journalism in India	Lecture	BJM 102.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group cutting of historical papers and historical broadcast of Indian radios.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 102.1	Students will able to learn the early stage of media followed by different types of media used in early days.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
BJM 102.2	Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India.	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-
BJM 102.3	Students will be able to describe the history of press in India during the colonial era.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-

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BJM 102.4	Students will be able to discuss the developments of the press post independence	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-
BJM 105.5	Students will learn the historical aspects of media industry in India.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM-I) 2018-19						
Class: BAJMC- 1st semester						
Subject Name: BJM 102: History and Growth of Media in India		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: Students will able to learn the early stage of media followed by different types of media used in early days.CO2: Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India.
.

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss different types of media used in early ages.	3
CO1	Q.2a	How does the editorial department operate in a newspaper?	3
	Q.2b	Address the innovation of printing press and its affect on development of Newspaper.	3
CO2	Q.3	Discuss the role of newspapers before the independence era	6
CO2	Q.4	Discuss the contribution of different leaders who worked for the upliftment of press.	3

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CO2	Q.5a	What do you understand about The Press Commission?. Also discuss their recommendations	3
	Q.5b	What do you understand by the phase of social awareness?	3
CO2	Q 6	Briefly discuss the freedom struggle of 1857 and the role of media in that.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***History and Growth of Media*** /Course code ***BJM 102*** is level **3** for the academic year 2018-19.

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Course Handout
Course Name : Fundamentals of Advertising
Course Code : BJM 103 Crédits : 03 Session : 2018-2019 , Class : BAJMC Semseter Ist
Faculty Name : Dhruv Sabharwal

A. Introduction: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. **Course Outcomes:** At the end of the course, students will be able to:

BJM 103 .1.Identify and define the advertising concepts
BJM 103 .2. Review the advertising media.
BJM 103 .3. Analyze the Indian advertising scenario.
BJM 103 .4. Distinguish between advertising and marketing.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

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[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus: Paste Syllabus of your course

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Module I Introduction to Advertising	Weightage
Concept of advertising: Definitions and Meaning; Evolution and development of advertising; Advertising process and its participants; Functions of advertising ; AIDA, DAGMAR; Overview and scope of advertising industry in India; AD Terminology	**30%**
Module II Advertising as a component of marketing	
Concept of Integrated Marketing Communication (IMC); Marketing Plan Advertising and its relationship with other tools of marketing; Introduction to STP	**25%**
Module III Classification of advertising	
Advertising Media (ATL,BTL); Classification on the basis of: Audience, Media, Advertiser and Area; Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising	**30%**
Module IV Social, Legal and ethical aspects of Advertising	
Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954; Cable Television Network Act; Patents Act, 1970; Drugs & Cosmetics Act, 1940; Emblems & Names Act, 1950; Trademarks Act, 1999; Copyright Act, 1957; Indecent Representation of Women Act, 1986; Prasar Bharti Act, 1990	**15%**

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, OxfordUniversity Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' TataMc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "*Integrated Advertisements, Promotion and Marketingcommunication*", Prentice Hall of India, New Delhi, 2003.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of advertising	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
2	Different Definitions and meaning	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
3	Evolution and development of advertising	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
4	Advertising process and its participants	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
5	Function of Advertising	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
6	AIDA and DAGMAR	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
7	Overview and Scope of advertising industry in India	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
8	Ad terminology	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
9	Concept of Integrated Marketing Communication.	Lecture	BJM 103.1	Mid Term-1, Quiz & End Sem Exam
10	Uses of IMC in ad world	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
11	Marketing Plan Advertising	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
12	Marketing plan Advertising and its relationship with other tools of marketing	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
13	Introduction to STP	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem

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				Exam
14	How to use advertising as a tool of marketing	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
15	Case study related to Marketing	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
17	Advertising in Digital World	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
18	Case Studies	Lecture	BJM 103.2	Mid Term-1, Quiz & End Sem Exam
19	Integrated Marketing Concept	Lecture	BJM 103.3	Mid Term-1, Quiz & End Sem Exam
20	ATL, BTL	Lecture	BJM 103.3	Mid Term-1, Quiz & End Sem Exam
21	Classification on the basis of: Audience,	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
22	Classification on the basis of: Advertiser	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
23	Classification on the basis of: Media	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
24	Special purpose advertising: Green advertising	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
25	Advocacy advertising, Comparative advertising	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
26	Generic advertising, Public Service advertising	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
27	Corporate Image Advertising, Covert Advertising	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam
28	Surrogate Advertising	Lecture	BJM 103.3	Presentation, Quiz & End Sem Exam

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29	Advertising and Social Responsibility	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
30	Self Regulatory system for control on advertising in India (ASCI)	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
31	ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
32	Emblems & Names Act, 1950; Trademarks Act, 1999	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
33	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
34	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
35	Prasar Bharti Act, 1990	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam
36	Legal Ethics in advertising	Lecture	BJM 103.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BJM 103 .1	Identify and define the advertising concepts	3	3	1	3	1				2		2	1

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BJM 103 .2	Review the advertising media.	3	2	2	2	2				2		1	1
BJM 103 .3	Analyze the Indian advertising scenario.	3	2	2	2	2				3		3	1
BJM 103 .4	Distinguish between advertising and marketing.	3	3	2	3	2				1		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2018-2019						
Class: BAJMC 1 Semester						
Subject Name: BJM 103 Fundamentals of Advertising		Time: 21.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the term Advertising, Discuss its evolution and development.	3
CO1	Q.2a	What do you understand by AIDA, DAGMAR?	3
	Q.2 b	Discuss the relation of ads with other mediums.	3
CO2	Q.3	What do you understand by IMC	6

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CO2	Q.4	Discuss the scope of advertising in India.	3
CO2	Q.5a	What do you understand by ATL and BTL?	3
	Q.5 b	What are different types of advertising	3
CO2	Q 6	Make an ad campaign for any Indian Ad.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **FUNDAMENTALS OF ADVERTISING** /Course code ***BJM 103*** is level **3** for the academic year 2018-2019.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Fundamentals of Print Journalism
Course Code : BJM 104, Crédits: 2 Session : 2018-2019 Class : BA J&MC I
Faculty Name : Mr Satnaam Singh

A. Introduction: "Fundamentals of Print Journalism is a comprehensive course that delves into the core principles of print media, equipping students with essential skills in news writing, reporting, and editing. Through practical insights and theoretical foundations, this course provides a solid foundation for aspiring journalists navigating the dynamic landscape of print journalism."

B. Course Outcomes: At the end of the course, students will be able to:

JMC 104.1 Enable students to understand basic concepts of news and the news process.
JMC 104.2 Help students to understand print media industry from a journalistic perspective
JMC 104.3 Help students to analyses about the current scenario and scope of media industry in India.
JMC 104.4 Equip students with the ability to craft clear, concise, and compelling news stories adhering to journalistic standards.
JMC 104.5 Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Course Contents/Syllabus:

Course Contents/Syllabus:	Weightage
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.

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- Garcia, Mario R(1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.
- Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associate Press, USA.
- George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi
- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers.
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	News: Meaning, Definition, Nature	Lecture	BJM 104.1	Mid Term-1, Quiz & End Sem Exam
2	News: Meaning, Definition, Nature	Lecture	BJM 104.1	Mid Term-1, Quiz & End Sem Exam
3	News Value	Lecture	BJM 104.1	Mid Term-1, Quiz & End Sem Exam
4	Basic elements of News	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
5	Hard and Soft News	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
6	Organizing the news structure	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
7	5 Ws & I H	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
8	Inverted Pyramid	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
9	The news process	Lecture	J BJM 104.2	Mid Term-1, Quiz & End Sem Exam
10	from the event to the reader (360 degrees news)	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
11	objectivity (bias) and subjectivity	Lecture	BJM 104.3	Mid Term-1, Quiz & End Sem Exam
12	News Sources	Lecture	BJM 104.3	Mid Term-1, Quiz & End Sem Exam
13	Credibility	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the news angle (Understanding the audience) Crafting the body	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
15	Writing the ending	Lecture	BJM 104.2	Mid Term-1, Quiz & End Sem Exam
16	News formats	Lecture	BJM	Mid Term-1,

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			104.4	Quiz & End Sem Exam
17	Interpretative, Investigative	Lecture	BJM 104.4	Mid Term-1, Quiz & End Sem Exam
18	Sources of Information Interviewing	Lecture	BJM 104.5	Mid Term-1, Quiz & End Sem Exam
19	Process & Skills	Lecture	BJM 104.4	Mid Term-1, Quiz & End Sem Exam
20	Research for Interviews	Lecture	BJM 104.5	Mid Term-1, Quiz & End Sem Exam
21	Changing practices- speed, circulation and viral networking	Lecture	BJM 104.4	Mid Term-2, Quiz & End Sem Exam
22	Basic journalism terminology	Lecture	BJM 104.3	Mid Term-2, Quiz & End Sem Exam
23	The Newspaper organization	Lecture	BJM 104.1	Mid Term-2, Quiz & End Sem Exam
24	Various departments and their role	Lecture	BJM 104.2	Mid Term-2, Quiz & End Sem Exam
25	The editorial set-up	Lecture	BJM 104.1	Mid Term-2, Quiz & End Sem Exam
26	Role and responsibility of journalists	Lecture	BJM 104.2	Mid Term-2, Quiz & End Sem Exam
27	Role of sub-editors	Lecture	BJM 104.2	Mid Term-2, Quiz & End Sem Exam
28	Equation between reporters and sub-editors	Lecture	BJM 104.3	Mid Term-2, Quiz & End Sem Exam
29	Basics of editing	Lecture	BJM 104.2	Quiz & End Sem Exam
30	Meaning, Purposes, Symbols, Tools, Lead, body, Paragraphing	Lecture	BJM 104.1	Quiz & End Sem Exam
31	Grammar & Punctuation;	Lecture	BJM 104.4	Quiz & End Sem Exam
32	Proof Reading; Headline /writing.	Lecture	BJM 104.2	Quiz & End Sem Exam
33	Daily National and	Lecture	BJM	Quiz & End Sem

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	International News (newspapers, radio & TV);		104.2	Exam
34	Background of Important news;	Lecture	BJM 104.3	Quiz & End Sem Exam
35	Thumbnail sketches of chief personalities figuring in current news reports;	Lecture	BJM 104.4	Quiz & End Sem Exam
36	Analyzing daily Current News	Lecture	BJM 104.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 104.1.	Enable students to understand basic concepts of news and the news process.	3	3	1	3	1				2		2	1			
BJM 104.2.	Help students to understand print media industry from a journalistic perspective	3	2	2	2	2				2		1	1			
BJM 104.3.	Help students to analyses about the current scenario and scope of media industry in India.	3	2	2	2	2				3		3	1			
BJM 104.4.	Equip students with the ability to craft clear, concise, and compelling news stories	3	3	2	3	2				1		2	1			

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	adhering to journalistic standards.															
BJM 104.5	Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2018-19						
Class: BA J&MC **Fundamentals of Print Journalism** I Semester						
Subject Name: **Fundamentals of Print Journalism**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define news and discuss its essential characteristics.	6
CO1	Q.2	Identify the news value and outline the basic elements of news.	6
	Q.3	Explain the organization of news using the 5 Ws & 1 H and the concept of the inverted	6

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		pyramid.	
CO1	Q.4	Describe the process of writing an effective lead in news journalism.	6
CO2	Q.5	Explain how journalists decide on the news angle and the importance of understanding the audience.	6
CO2	Q.6	Define basic journalism terminology and discuss the structure of a newspaper organization.	6
	Q.7	Discuss the process and skills involved in conducting interviews, including research.	10
CO2	Q.8	Explore how changing practices, including speed, circulation, and viral networking, impact news reporting.	10
CO3	Q.9	Describe the process of proofreading and discuss the techniques for writing effective headlines.	10
CO3	Q.10	Analyze the relevance and importance of daily national and international news. Discuss the background of significant news and key personalities.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Print Journalism**/Course code ***BJM 104*** is level **3** for the academic year 2020-23.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to Visual Communication
Course Code : JMC 105, Crédits : 02, Session : 2018-19 (Odd Sem.), Class : BA (J&MC) 1st Semester
Faculty Name : Dr. Sandesh Mahajan

A. Introduction: *Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon*

B. Course Outcomes: At the end of the course, students will be able to:

- BJM 105.1: The students would be able to understand Visual communication as an integral part of human communication.
- BJM 105.2: Students will learn the basic of visual communication with respect to different mediums and their usage.
- BJM 105.3: students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.
- BJM 105.4: students will learn about different theories related to visual communication.
- BJM 105.5: Students will thee understand the application of index and symbols in daily life.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Module I: Introduction to Visual Communication	**Weightage**
)efining an image and visual communication (VC), VC as integral part of human communication, Human Vision and 2 dimensional images, uman beings have highly developed seeing rather than hearing abilities , Historical trends and developments: from painting, installation art; sual Information: how human body receives information: senses, brain, stimuli, heart, and body parts	**35%**
Module II: Basics of Visual Communication	**35%**
ontemporary applications: Cartography, Spatial analysis, Graphics, Visual Perception and Analytics, Advertising, Politics, Entertainment, Business etc; edium: digital, paper, electronic, mobile communication; Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc; Principles of design: contrast, harmony, proportion, balance, and movement.	
Module III: Power, Visual Representation & Society	**30%**
estalt and principals of gestalts; Semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, Intellect, and the Mind; Concept of Gaze: Desire, Voyeurism, Critique of Male Gaze, and interactive gaze, Masculine and Feminine Identities; xperience of Images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images: video's sensation, dreams, and Manipulation; Film's logic and rhetoric; Advertising image's shock and seduction; Political image's public image, Public relations, and Propaganda; and Media image's persuasion and violence	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

Text Reading:

- Lester, E (2000) Visual Communication: Image with messages.
- Visual Elements of Arts and Design (1989) Longman Porter.
  Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederi

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G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining an image and visual communication (VC)	Lecture	BJM105.1	Mid Term-1, Quiz & End Sem Exam
2	VC as integral part of human communication	Lecture	BJM105.1	Mid Term-1, Quiz & End Sem Exam
3	Human Vision and 2 dimensional images	Lecture	BJM105.1	Mid Term-1, Quiz & End Sem Exam
4	Human beings have highly developed seeing rather than hearing abilities	Lecture	BJM105.1	Mid Term-1, Quiz & End Sem Exam
5	Historical trends and developments: from painting	Lecture	BJM105.1	Mid Term-1, Quiz & End Sem Exam
6	installation art, Visual Information	Lecture	BJM105.1	Mid Term-1, Quiz & End Sem Exam
7	how human body receives information	Lecture	BJM105.2	Mid Term-1, Quiz & End Sem Exam
8	senses, brain, stimuli, heart, and body parts	Lecture	BJM105.2	Mid Term-1, Quiz & End Sem Exam
9	Contemporary applications: cartography, spatial analysis	Lecture	BJM105.2	Mid Term-1, Quiz & End Sem Exam
10	graphics, visual perception and analytics	Lecture	BJM105.2	Mid Term-1, Quiz & End Sem Exam
11	advertising, politics, entertainment, business	Lecture	BJM105.2	Mid Term-1, Quiz & End Sem Exam
12	Medium: digital, paper, electronic	Lecture	BJM105.2	Mid Term-1, Quiz & End Sem Exam
13	mobile communication; Elements: line, shape, colour, space	Lecture	BJM105.3	Mid Term-1, Quiz & End Sem Exam
14	form, depth, texture, light & shade, dimension, grey-scale, interactions of elements	Lecture	BJM105.3	Mid Term-1, Quiz & End Sem Exam

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15	continuity, and & proximity etc; Principles of design: contrast	Lecture	BJM105.3	Mid Term-1, Quiz & End Sem Exam
16	harmony, proportion, balance, and movement	Lecture	BJM105.3	Mid Term-1, Quiz & End Sem Exam
17	Gestalt and principals of gestalts; Semiotics and cognitive	Lecture	BJM105.3	Presentation, Quiz & End Sem
18	which are perceptual, are more advanced modern theories that involve signs	Lecture	BJM105.3	Presentation, Quiz & End Sem
19	intellect, and the mind; Concept of gaze: desire, voyeurism	Lecture	BJM105.4	Presentation, Quiz & End Sem
20	critique of male gaze, and interactive gaze, masculine and feminine identities	Lecture	BJM105.4	Presentation, Quiz & End Sem
21	Experience of images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images	Lecture	BJM105.4	Presentation, Quiz & End Sem Exam
22	video's sensation, dreams, and manipulation; film's logic and rhetoric	Lecture	BJM105.5	Presentation, Quiz & End Sem Exam
23	advertising image's shock and seduction; political image's public image,	Lecture	BJM105.5	Presentation, Quiz & End Sem Exam
24	public relations, and propaganda; and media image's persuasion and violence	Lecture	BJM105.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group, historical news articles.

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 105.1	The students would be able to understand Visual communication as an integral part of human communication.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
BJM 105.2	Students will learn the basic of visual communication with respect to different mediums and their usage.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
BJM 105.3	students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
BJM 105.4	students will learn about different theories related to visual communication.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
BJM 105.5	Students will thee understand the application of index and symbols in daily life.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**

Sample Question Paper

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Amity School of Communication I MID-SEMESTER (SEM -1) 2018-19						
Class: BA(JMC) I Semester						
Subject Name: BJM 105 Introduction to Visual Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: The students would be able to understand Visual communication as an integral part of human communication
CO2: Students will learn the basic of visual communication with respect to different mediums and their usage

CO Map	Question No.	Question	Marks
CO 1	Q.1	What do you understand by Visual Communication?	3
CO 1	Q.2a	What do you understand by Cartography?	3
	Q.2b	Define gaze theory.	3
CO 2	Q.3	What are your thoughts on light..	6
CO 2	Q.4	What is the contribution of Charles sanders Peirce and Ferdinand De Saussure on semiotics.	3
CO 2	Q.5a	Define avant-garde theory	3
	Q.5b	Draw a poster of any thriller movie you want to make as a director	3
CO 2	Q 6	Shed some light on the theory of constructivism	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1

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Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Visual Communication*** /Course code ***BJM 105*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course: BAJMC , State and Politics
Course Code : BJM106, Crédits : 02, Session: 2018-19 d Sem.), Class : BAJMC. 1st Year
Faculty Name : Mr. Ashish Sharma

A. **Introduction:** This course is meant to examine the dynamic interplay between state institutions and political processes, fostering an understanding of political systems, power structures, and the impact of governance on society and individual rights.

B. **Course Outcomes:** At the end of the course, students will be able to:

BJM 106.1: Students will be able to identify forms of government, coalitions and alliances

BJM 106.2: Students will be able to analyze political issues in the overall context of the Indian Constitution.

BJM 106.3: Understanding the functioning of different assembly and to understand how their working effect normal people.

BJM 106.4: Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.

BJM 106.5: Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and thejudiciary.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Indian Constitution	**Weightage**
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State	**25%**
Module II: Power and functioning of Democratic Institutions	**25%**
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	**25%**
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	**25%**
Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	

E. Examination Scheme

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Noorani A.G.,.*Constitutional Questions in india The President,Parliament and the States.2002*.Delhi.Oxford University Press
- Basu Durga Das.2009.*Introduction to the Constitution of India*.2011.LexisNexis
- Dhar, P.N. 2001.*Indira Gandhi, The Emergency And Indian Democracy*.USA.Oxford University Press

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- Laxmikanth M.2009.*Indian Polity.* Tata Mcgraw Hill Education Private Limited
- Mehra Ajay and D.D. Khanna.2003.*Political Parties and Party Systems*.Sage India

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic understanding of the Indian political system. Political parties and groups in power at the centre and states Coalition politics	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
2	Major alliances –UPA, NDA, Left, Third Front Multiparty and two-party systems	Lecture	BJM 106.1	Mid Term-1, Quiz & End Sem Exam
3	Parliamentary versus presidential form of government, federal and unitary government	Lecture	BJM 106.1	Mid Term-1, Quiz & End Sem Exam
4	Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions,	Lecture	BJM 106.1	Mid Term-1, Quiz & End Sem Exam
5	political extremism like Maoism and Naxalism, Political defections-anti-defection laws	Lecture	BJM 106.2	Mid Term-1, Quiz & End Sem Exam
6	Making of Indian Constitution, philosophy, unity in diversity Main features of Constitution, secularism, socialist, democratic, republican	Lecture	BJM 106.2	Mid Term-1, Quiz & End Sem Exam
7	Main features of preamble, directive principles,	Lecture	BJM 106.2	Mid Term-1, Quiz & End Sem Exam
8	Key Constitutional terminologies like Bill	Lecture	BJM 106.2	Mid Term-1, Quiz & End Sem Exam
9	Ordinance etc Key amendments of the Constitution	Lecture	BJM 106.2	Mid Term-1, Quiz & End Sem Exam

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10	fundamental rights, citizenship	Lecture	BJM 106.3	Mid Term-1, Quiz & End Sem Exam
11	Fundamental Duties	Lecture	BJM 106.3	Mid Term-1, Quiz & End Sem Exam
12	Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies	Lecture	BJM 106.3	Mid Term-1, Quiz & End Sem Exam
13	legislative councils; Election Commission, powers and structure, model code of conduct, election process	Lecture	BJM 106.3	Mid Term-1, Quiz & End Sem Exam
14	General elections, midterm election, Constitutional Reforms, Understanding the constituencies	Lecture	BJM 106.4	Mid Term-1, Quiz & End Sem Exam
15	President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers	Lecture	BJM 106.4	Presentation, Quiz & End Sem Exam
16	Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers	Lecture	BJM 106.4	Presentation, Quiz & End Sem Exam
17	Governor-powers, functions, responsibilities, relations with Central govt.	Lecture	BJM 106.4	Presentation, Quiz & End Sem Exam
18	State Governments, chief ministers and state council of minister	Lecture	BJM 106.4	Presentation, Quiz & End Sem Exam
19	Centre-state relations	Lecture	BJM 106.4	Presentation, Quiz & End Sem Exam
20	Supreme Court, appointment of Chief Justice of India,	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam
21	Understanding the functioning of High Courts	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam
22	Session Courts and tribunal court, Different duties of	Lecture	BJM 106.5	Presentation, Quiz & End Sem

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	Judiciaries			Exam
23	Judicial review, Public Interest Litigation; Writ petitions, High Courts; Judicial Activism	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam
24	Role of Judiciary in Media exposure	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BJM 106.1	Students will be able to identify forms of government, coalitions and alliances	3	3	1	3	1				2		2	1
BJM 106.2	Students will be able to analyze political issues in the overall context of the Indian Constitution.	3	2	2	2	2				2		1	1
BJM 106.3	Understanding the functioning of different assembly and to understand how their working effect normal people.	3	2	2	2	2				3		3	1

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BJM 106.4	Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.	3	3	2	3	2				1		2	1
BJM 106.5	Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and the judiciary.	2	2	1	2	3				2		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2018-19						
Class: BAJMC I Semester						
Subject Name: BJM 106 State and Politics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of government ministries.	3

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CO1	Q.2a	Discuss the process of electing a prime minister in India?	3
	Q.2 b	What are your thoughts on coalition government?	3
CO2	Q.3	Discuss the importance of constitution in running a democracy.	6
CO2	Q.4	What is the difference between fundamental duties and fundamental rights?	3
CO2	Q.5a	Shed some light on the rights given to journalist by our constitution	3
	Q.5 b	Discuss any 5 articles from our constitution	3
CO2	Q 6	Discuss the power of president in our country.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **STATE AND POLITICS** /Course code ***BJM 106*** is level **2** for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course : Digital Skills for Media I
Course Code : JMC 107 Crédits :03 Session :2020-21(Odd Sem.) , Class : BAJMC I Sem
Faculty Name : Sanjay Singh Sikarwar

Introduction: The course aims to introduce basic concepts of print. In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

A. **Course Outcomes:** At the end of the course, students will be able to:

BJM 107 .1. Students will understand the basic computer fundamentals.
BJM 107.2. Students will learn the basics of Photoshop and CorelDraw
BJM 107.3. Students will learn the basics of Quark express and Indesign.
BJM 107.4. Evaluate the different ideologies in the field of graphics & editing
BJM 107.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Computer Fundamentals and Ms Office	**Weightage**
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	**40%**
Module II: Introduction to Photoshop	**30%**
Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	

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Module III: Introduction to Adobe In Design	**30%**
Working with In-design, Page design, Newspaper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Lab/ Practicals: Training of Graphics and Animation Software

F. Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**Total**
70 %	**30 %**	**100**

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. **Suggested Text/Reference Books:**

- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Generations	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
2	Basic components of Computer	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
3	Input/output devices	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
4	Memory and other peripherals	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction to Operating System (Windows 10),	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
6	Functions and features of Operating System	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
7	Accessories, Control Panel, Desktop, Windows Explorer	Lecture	BJM 107.1	Mid Term-1, Quiz & End Sem Exam
8	Ms office Suit, Introduction to word Processing	Lecture	BJM 107.2	Mid Term-1, Quiz & End Sem Exam
9	MS Word interface, Tools and Menus	Lecture	BJM 107.2	Mid Term-1, Quiz & End Sem Exam
10	Document editing and formatting, Mail Merge	Lecture	BJM 107.2	Mid Term-1, Quiz & End Sem Exam
11	MS Excel Interface, Tools and Menus, Creating Spreadsheet	Lecture	BJM 107.2	Mid Term-1, Quiz & End Sem Exam
12	Use of functions, Charts	Lecture	BJM	Mid Term-1,

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	and Graphs, MS PowerPoint Interface		107.2	Quiz & End Sem Exam
13	Tools and Menus, Creating slides	Lecture	BJM 107.3	Mid Term-1, Quiz & End Sem Exam
14	inserting multimedia objects	Lecture	BJM 107.3	Mid Term-1, Quiz & End Sem Exam
15	Transition and Custom Animation	Lecture	BJM 107.3	Mid Term-1, Quiz & End Sem Exam
16	Delivering, Presentations.	Lecture	BJM 107.3	Mid Term-1, Quiz & End Sem Exam
17	Introduction to Graphics	Lecture	BJM 107.3	Mid Term-1, Quiz & End Sem Exam
18	Colours	Lecture	BJM 107.3	Mid Term-1, Quiz & End Sem Exam
19	Tools and Menus	Lecture	BJM 107.4	Mid Term-1, Quiz & End Sem Exam
20	models and modes	Lecture	BJM 107.4	Mid Term-1, Quiz & End Sem Exam
21	Graphic file formats	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
22	Applications	Practical	BJM 107.4	Presentation, Quiz & End Sem Exam
23	Adobe Photoshop Interface	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
24	Tools and Menus, Working with Layers	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
25	Filters, Masking and other tool.	Practical	BJM 107.5	Presentation, Quiz & End Sem Exam
26	Use of Photoshop for Designing and Photo Publishing	Lecture	BJM 107.5	Presentation, Quiz & End Sem Exam
27	Corel Draw Interface, Tools and Menus	Lecture	BJM 107.5	Presentation, Quiz & End Sem Exam
28	Working with Corel Draw	Lecture	BJM	Presentation,

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			107.5	Quiz & End Sem Exam
29	Advertisement, Pamphlet	Practical	BJM 107.5	Presentation, Quiz & End Sem Exam
30	Brochure, Posters Invitation Card	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
31	Flex Design with the help of Corel Draw	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
32	Flex Design with the help of Photoshop	Practical	BJM 107.4	Presentation, Quiz & End Sem Exam
33	Quark Express Interface	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
34	Tools and Menus	Lecture	BJM 107.4	Presentation, Quiz & End Sem Exam
35	Working with Quark	Practical	BJM 107.4	Presentation, Quiz & End Sem Exam
36	Page design	Lecture	BJM 107.5	Presentation, Quiz & End Sem Exam
37	News paper, Magazine & Advertisement Design	Practical	BJM 107.5	Presentation, Quiz & End Sem Exam
38	In-design Interface	Lecture	BJM 107.5	Presentation, Quiz & End Sem Exam
39	In-design working	Practical	BJM 107.5	Presentation, Quiz & End Sem Exam
40	Tools and Menus	Lecture	BJM 107.5	Presentation, Quiz & End Sem Exam

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I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 107.1	Students will understand the basic computer fundamentals.	3	3	1	3	1				2		2	1			
BJM 107.2	Students will learn the basics of Photoshop and CorelDraw	3	2	2	2	2				2		1	1			
BJM 107.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
BJM 107.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
BJM 107.5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –I) 2018-19						
Class: BA(J&MC) I Semester						
Subject Name: Digital Skills for Media I BJM 107		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the Different designing software and concept.
CO2: Apply different application as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Digital skills for media I /Course code ***JMC 107*** is level **3** for the academic year 2018-19.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Print Media Production
Course Code : JMC 108, Crédits : 02 (P), Session : 2018-2019 (Odd Sem.), Class : BA (J&MC) 1st Semester
Faculty Name : Dr Sayantani Roy

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
BJM 108.1. In this course students will understand the Print Pre Production.
BJM 108.2. In this course students will understand the Print Production.
BJM 108.3. In this course students will understand the Print Post Production.
BJM 108.4. They will be introduced to the concepts of Print Final Production
BJM 108.5. Understand the Print Media Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Pre Production	**30%**
• News • News writing	
Module II Production	**40%**
• Mast Head • Paging • Advertisement • News Editing	
Module III Post Production	**30%**
• Print Post Production • Software	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	**Practical**	BJM 108.1	Project & Viva
2	Pre Production	**Practical**	BJM 108.1	Project & Viva
3	Pre Production	**Practical**	BJM 108.1	Project & Viva
4	Pre Production	**Practical**	BJM 108.1	Project & Viva
5	Pre Production	**Practical**	BJM 108.1	Project & Viva
6	Pre Production	**Practical**	BJM	Project &

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			108.1	Viva
7	Pre Production	**Practical**	BJM 108.1	Project & Viva
8	Pre Production	**Practical**	BJM 108.1	Project & Viva
9	Pre Production	**Practical**	BJM 108.2	Project & Viva
10	Pre Production	**Practical**	BJM 108.2	Project & Viva
11	Pre Production	**Practical**	BJM 108.2	Project & Viva
12	Pre Production	**Practical**	BJM 108.2	Project & Viva
13	Production	**Practical**	BJM 108.2	Project & Viva
14	Production	**Practical**	BJM 108.2	Project & Viva
15	Production	**Practical**	BJM 108.2	Project & Viva
16	Production	**Practical**	BJM 108.2	Project & Viva
17	Production	**Practical**	BJM 108.3	Project & Viva
18	Production	**Practical**	BJM 108.3	Project & Viva
19	Production	**Practical**	BJM 108.3	Project & Viva
20	Production	**Practical**	BJM 108.3	Project & Viva
21	Production	**Practical**	BJM 108.3	Project & Viva
22	Production	**Practical**	BJM 108.3	Project & Viva
23	Production	**Practical**	BJM 108.3	Project & Viva
24	Production	**Practical**	BJM 108.3	Project & Viva
25	Post Production	**Practical**	BJM 108.3	Project & Viva
26	Post Production	**Practical**	BJM 108.3	Project & Viva
27	Post Production	**Practical**	BJM 108.3	Project & Viva
28	Post Production	**Practical**	BJM 108.3	Project & Viva
29	Post Production	**Practical**	BJM 108.3	Project & Viva
30	Post Production	**Practical**	BJM	Project &

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			108.3	Viva
31	Post Production	**Practical**	BJM 108.4	Project & Viva
32	Post Production	**Practical**	BJM 108.4	Project & Viva
33	Post Production	**Practical**	BJM 108.4	Project & Viva
34	Post Production	**Practical**	BJM 108.4	Project & Viva
35	Post Production	**Practical**	BJM 108.4	Project & Viva
36	Post Production	**Practical**	BJM 108.4	Project & Viva
37	Post Production	**Practical**	BJM 108.4	Project & Viva
38	Post Production	**Practical**	BJM 108.5	Project & Viva
39	Post Production	**Practical**	BJM 108.5	Project & Viva
40	Post Production	**Practical**	BJM 108.5	Project & Viva
41	Post Production	**Practical**	BJM 108.5	Project & Viva
42	Post Production	**Practical**	BJM 108.5	Project & Viva
43	Post Production	**Practical**	BJM 108.5	Project & Viva
44	Post Production	**Practical**	BJM 108.5	Project & Viva
45	Post Production	**Practical**	BJM 108.5	Project & Viva
46	Post Production	**Practical**	BJM 108.5	Project & Viva
47	Post Production	**Practical**	BJM 108.5	Project & Viva
48	Post Production	**Practical**	BJM 108.5	Project & Viva

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 108.1	In this course students will understand the Print Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
BJM 108.2	In this course students will understand the Print Production.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
BJM 108.3	In this course students will understand the Print Post Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
BJM 108.4	They will be introduced to the concepts of Print Final Production	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
BJM 108.5	Understand Print Media Production Process	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Print Media Production** /Course code ***BJM 108*** is level 2 for the academic year 2018-2019.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

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Course Handout
Course Name : Specialized Reporting, Writing & Editing
Course Code : BJM 201, Crédits : 3, Session : 2018-19 (EVEN), Class BAJMC 2nd Semestre
Faculty Name : Aditya Kumar Shukla

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, and disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning. In addition students will also learn the basics of print media editing

Course Outcomes: At the end of the course, students will be able to:

- BJM-201.1- The course designed to familiarize the students with the concept of various types of features for magazines
- BJM-201.2- The course will empower students to enhance their media literacy skills; the course will help students different leads, the body text and ending.
- BJM-201.3- They will develop the ability to discern and interpret media messages, course will train students to demonstrate interviewing and newsgathering skills
- BJM-201.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to editing skills including proof reading and headline writing
- BJM-201.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: News Gathering	**30 %**
Beat Reporting, Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government, Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections); Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting	
Module II: Investigative Reporting	**20%**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International different languages	
Module III: Feature and Magazine Writing	**30 %**
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, Indepth news analysis; Gossip, diary and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	

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Module IV: Editing	20%
Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

The course will be delivered through a combination of lectures, discussions and practical exercises

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Text Books 1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore. 2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA. 3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA. 4. 4Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi. 5. Westley, Bruce (1980). News Editing (3rd Edition). IBH Publications, New Delhi. 6. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA. 7. Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York. 8. French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

E. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Beat Reporting, Covering a news beat	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Covering local beats	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting;	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
4	Education reporting;	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting Civic	Lecture	BJM 201.1	Mid Term-1, Quiz &

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	Issues reporting; Covering local			End Sem Exam
6	Covering national level beats	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
7	Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
8	Parliament Reporting (Parliament Structure, reporting on legislature);	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
9	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
10	Business Reporting;	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
11	Sports Reporting	Lecture	BJM 201.1	Mid Term-1, Quiz & End Sem Exam
12	Definition and elements; Tools of investigative reporting	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
13	Sting Operations and latest trends Relevant Case studies	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
14	Indian and International;	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
15	How to write a feature	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
17	Writing Book reviews	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
19	Writing film reviews,	Lecture	BJM 201.2	Mid Term-1, Quiz & End Sem Exam
20	Indepth news analysis;	Lecture	BJM 201.3	Mid Term-1, Quiz & End Sem Exam
21	Gossip, diary and opinion columns;	Lecture	BJM 201.3	Mid Term-2, Quiz & End Sem Exam
22	Profiles Human Interest features,	Lecture	BJM 201.3	Mid Term-2, Quiz & End Sem Exam
23	Editorial writing; Travel writing;	Lecture	BJM 201.3	Mid Term-2, Quiz & End Sem Exam
24	Disaster reporting	Lecture	BJM 201.3	Mid Term-2, Quiz & End Sem Exam
25	Page 3 and lifestyle reporting	Lecture	BJM 201.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology	Lecture	BJM 201.3	Mid Term-2, Quiz &

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	reporting;			End Sem Exam
27	Environmental reporting	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
28	Basics of editing: Meaning,	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
29	Purposes, symbols, tools, lead, body, paragraphing;	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
30	Grammar & Punctuation; Proof Reading	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
31	Editing and rewriting news and features	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
32	Headlines – techniques, styles, purposes, kinds of headlines	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	BJM 201.4	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 201.1	The course designed to familiarize the students with the concept of news writing and reporting	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BJM 201.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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BJM 201.3	The course will train students to generate, develop and express ideas effectively in news gathering and reporting	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BJM 201.4	To make the students well versed with the Principles and Practices to news beats and develop the vocabulary, visualization skills and intricacies of news for media	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BJM 201.5	The course will also help develop knowledge of major media characteristics and proof reading different beats	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication II MID-SEMESTER (SEM –II) 2018-19						
Class: BAJMC.II Semester						
Subject Name: BJM-201 Specialized Reporting, Writing & Editing		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of News gathering and beats
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of a news story that a writer should include when writing for a news outlet?	3
CO1	Q.2a	How does the inverted pyramid structure benefit news writing, and why is it commonly used?	3
	Q.2b	What strategies can news writers employ to ensure their writing is clear, concise, and engaging?	3
CO1	Q.3	What are some common grammatical and stylistic errors that news writers should watch out for during proofreading?	6
CO2	Q.4	What tools or techniques can news writers use to streamline the proofreading process and catch errors more efficiently?	3
CO2	Q.5a	Why is it important for news writers to be aware of biases, both in their own writing and in the sources they use?	3
	Q.5b	How can news writers maintain objectivity and impartiality in their reporting?	3
CO2	Q 6	What role does headline writing play in news articles, and what are some best practices for crafting effective headlines?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting, Writing & Editing***/Course code ***BJM-201*** is level 2 for the academic year 2018-19.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Theories of Advertisements & Public Relations
Course Code : BJM 202, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Dhruv Sabharwal

A. Introduction: This Subject deals with Advertisement & Public relation exposure to students for better academic progression.

B. Course Outcomes: At the end of the course, students will be able to:
BJM202.1. In this course students will understand the Role of Advertisement .
BJM202.2. In this course students will understand the PR.
BJM202.3. In this course students will understand the ADV Production.
BJM202.4. They will be introduced to the concepts of CSR
BJM202.5. Understand the PR Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

	Weightage
Module I: Advertising in Economy & Business	**25 %**
Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	
Module II: Advertising Theories	**25%**
Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	
Module III: Theories of Public Relation	
Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	25 %
Module IV: Media Organizations of the Government & Ethics	25%
Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013

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- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management	Lecture	BJM 202.1	Project & Viva
2	Advertising the key ingredient in National Economic Growth - Stimulating better products	Lecture	BJM 202.1	Project & Viva

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	,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management			
3	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	BJM 202.1	Project & Viva
4	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad	Lecture	BJM 202.1	Project & Viva

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	Agencies, Research ,Creative, Media Account Service; *Integrated Agency Service, Account Planning and Account Management.*			
5	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	BJM 202.1	Project & Viva
6	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	BJM 202.1	Project & Viva
7	Advertising the key ingredient in National	Lecture	BJM 202.1	Project & Viva

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	Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.			
8	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	BJM 202.1	Project & Viva
9	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and	Lecture	BJM 202.1	Project & Viva

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	Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
10	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	BJM 202.2	Project & Viva
11	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	BJM 202.2	Project & Viva
12	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness,	Lecture	BJM 202.2	Project & Viva

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	Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
13	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	BJM 202.2	Project & Viva
14	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	BJM 202.2	Project & Viva
15	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	BJM 202.2	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
16	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	BJM 202.2	Project & Viva
17	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	BJM 202.2	Project & Viva
18	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	BJM 202.3	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
19	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	BJM 202.3	Project & Viva
20	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	BJM 202.3	Project & Viva
21	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as	Lecture	BJM 202.3	Project & Viva

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	Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
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23	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the	Lecture	BJM 202.3	Project & Viva

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	meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
24	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	BJM 202.3	Project & Viva
25	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced	Lecture	BJM 202.3	Project & Viva

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	approach to public affairs, basic elements.			
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27	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	BJM 202.3	Project & Viva
28	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of	Lecture	BJM 202.3	Project & Viva

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	persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
29	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	BJM 202.3	Project & Viva
30	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission,	Lecture	BJM 202.3	Project & Viva

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	Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
31	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	BJM 202.3	Project & Viva
32	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	BJM 202.4	Project & Viva
33	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State,	Lecture	BJM 202.4	Project & Viva

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	Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
34	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	BJM 202.5	Project & Viva
35	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom	Lecture	BJM 202.5	Project & Viva

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	of Speech.			
36	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	BJM 202.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 202.1	In this course students will understand the Role of Advertisement .	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
BJM 202.2	In this course students will understand the PR	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
BJM 202.3	In this course students will understand the ADV Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**

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BJM 202.4	They will be introduced to the concepts of CSR	1	2	2	1	3	3	1	2	2	1	1	-	**2**	**3**	**1**
BJM 202.5	Understand the PR Production Process	3	1	3	3	1	1	2	2	2	2	3	-	**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Advertisement & Public Relation** /Course code ***BJM 202*** is level 2 for the academic year 2018-19.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Radio Journalism
Course Code : BJM 203. Crédits : 3, Session : 2021-24 (EVEN), Class BJM 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in basics of radio journalism. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- BJM-203.1- Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features.
- BJM-203.2- Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station,
- BJM-203.3- Students will interpret the challenges and solutions of the radio industry
- BJM-203.4- Students will outline the relationship of each personnel inside a radio station
- BJM-203.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Module I: Understanding the medium	**Weightage**
Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	**15%**

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Module II: Radio News	**15%**
Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins: Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	
Module III: News Reading	**20%**
News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	
Module IV: Radio Interview and Advertising	**20%**
Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	
Module V: Radio Program Production	**30%**

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Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	

Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of Basics of Radio Journalism, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.

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F. Lecture Plan:

.Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam
2	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam
3	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam
4	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam
5	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam

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	stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)			
6	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam
7	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	BJM 203.1	Mid Term-1, Quiz & End Sem Exam
8	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	BJM 203.2	Mid Term-1, Quiz & End Sem Exam
9	Radio News Reporting: Skills of a Radio News Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	BJM 203.2	Mid Term-1, Quiz & End Sem Exam
10	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	BJM 203.2	Mid Term-1, Quiz & End Sem Exam
11	Radio News Reporting: Skills of a Radio News Reporter:	Lecture	BJM 203.2	Mid Term-1, Quiz & End

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	Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:			Sem Exam
12	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Lecture	BJM 203.2	Mid Term-1, Quiz & End Sem Exam
13	Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	BJM 203.2	Mid Term-1, Quiz & End Sem Exam
14	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Practical	BJM 203.2	Mid Term-1, Quiz & End Sem Exam
15	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head	Practical	BJM 203.3	Mid Term-1, Quiz & End Sem Exam

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	Phones, Trials and Promos			
16	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	BJM 203.3	Mid Term-1, Quiz & End Sem Exam
17	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	BJM 203.3	Mid Term-1, Quiz & End Sem Exam
18	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	BJM 203.3	Mid Term-1, Quiz & End Sem Exam
19	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	BJM 203.3	Mid Term-1, Quiz & End Sem Exam
20	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	BJM 203.3	Mid Term-1, Quiz & End Sem Exam
21	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks,	Lecture	BJM 203.3	Mid Term-2, Quiz & End Sem Exam

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	Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos			
22	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
23	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
24	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
25	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the	Lecture	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
26	Radio Interviewing(The basic	Practical	BJM 203.4	Mid Term-2,

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	approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links),			Quiz & End Sem Exam
27	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials	Practical	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
28	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
29	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation:	Practical	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
30	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and	Practical	BJM 203.4	Mid Term-2, Quiz & End Sem Exam
31	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and	Practical	BJM 203.5	Mid Term-2, Quiz & End Sem Exam

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	Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and			
32	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning;	Practical	BJM 203.5	Mid Term-2, Quiz & End Sem Exam
33	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes	Practical	BJM 203.5	Mid Term-2, Quiz & End Sem Exam
34	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Practical	BJM 203.5	Mid Term-2, Quiz & End Sem Exam
35	Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos,	Practical	BJM 203.5	Mid Term-2, Quiz & End Sem Exam

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	Jingles; Telephonic Programmes			
36	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Theory	BJM 203.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 203	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**2**	**1**	2	**3**	**2**		**3**	**2**	**1**
BJM 203	Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station.	3	2	2	2	2	**2**	**3**	**1**	2	**1**	**3**		**2**	**3**	**3**

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BJM 203	Students will interpret the challenges and solutions of the radio industry.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BJM 203	Students will outline the relationship of each personnel inside a radio station.	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**
BJM 203	Equip students with proficiency in industry-standard software for audio editing and production	3	3	2	3	2	**2**	**3**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2018-19						
Class: BJM.II Semester						
Subject Name: BJM-203 BASICS OF RADIO PRODUCTION		Time: 2 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model.CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience	3

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		engagement and maintain relevance in a competitive media environment?.	
CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful BASICS OF RADIO PRODUCTIONs, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in BASICS OF RADIO PRODUCTION. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Journalism*** /Course code ***BJM-203*** is level 3 for the academic year 2018-19.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Fundamentals of Photography
Course Code : BJM 204, Crédits : 03, Session : 2018-19 (Even Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: The objective of this course is to clear the fundamental concept of the medium of photography, combine the science and art of photography. This course will deal with historical aspects of medium and will design storytelling through visual medium.

B. Course Outcomes: At the end of the course, students will be able to:
BJM204.1. Understand the different aspects of Fundamentals of Photography
BJM204.2. Develop professional capabilities of Photography.
BJM204.3. Understand Basics of Photo Editing.
BJM204.4. They will be introduced to the concepts creative photography.
BJM204.5. Understand different theories of photography.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

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Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and

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multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Module I: Introduction to Visuals	**Weightage**
Human Eye and Camera. The social definition of photography: Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science.	**25%**
Module II: Visual Perception	**25%**

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Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations: Types of Camera, Types of Lenses. The art of seeing; Digital S.L.R vs. S.L.R.; Advantages of Aperture and depth of field; Shutter and motion; Focal length; Lenses and its relation to subjects; Exposure techniques; Different types of light : Natural & Artificial.	
Module III: Principles of Photography	**25%**
Rules of Composition: portraits, Landscape; Composing different subjects; Perspective, Texture, Pattern, Colour, Shape, Contrast, Types of Photography, Landscape, Portrait Still Documentary.	
Module IV: Compositing and Editing Photographs	**25%**
Concept of Light-room , Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography; Editing techniques in photography	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Langford l& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Human Eye and Camera	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
2	Human Eye and Camera	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
3	The social definition of photography	Lecture	BJM 204.1	Mid Term-1, Quiz &

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				End Sem Exam
4	*The social definition of photography*	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Color	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
6	Light and Color	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of light	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
8	Qualities of light	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
9	characteristics of light; Understanding the color theory	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
10	characteristics of light; Understanding the color theory	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
11	Contrast Painting and Photography; Photography as an Art and Science	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
12	Contrast Painting and Photography; Photography as an Art and Science	Lecture	BJM 204.1	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (aperture, shutter speed, focal length,	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem

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	depth of field etc.,)			Exam
16	Camera operations: Types of Camera, Types of Lenses.	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
17	Camera operations: Types of Camera, Types of Lenses.	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
18	The art of seeing; Digital S.L.R vs. S.L.R.;	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
19	Advantages of Aperture and depth of field; Shutter and motion	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
20	Advantages of Aperture and depth of field; Shutter and motion	Lecture	BJM 204.2	Mid Term-1, Quiz & End Sem Exam
21	Focal length; Lenses and its relation to subjects;	Lecture	BJM 204.3	Presentation, Quiz & End Sem Exam
22	Exposure techniques; Different types of light	Lecture	BJM 204.3	Presentation, Quiz & End Sem Exam
23	Exposure techniques; Different types of light	Lecture	BJM 204.3	Presentation, Quiz & End Sem Exam
24	Natural & Artificial.	Lecture	BJM 204.3	Presentation, Quiz & End Sem Exam
25	Rules of Composition: portraits, Landscape	Practical	BJM 204.3	Presentation, Quiz & End Sem Exam
26	Rules of Composition: portraits, Landscape	Practical	BJM 204.3	Presentation, Quiz & End Sem Exam
27	Rules of Composition: portraits, Landscape	Practical	BJM 204.3	Presentation, Quiz & End Sem Exam

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28	Composing different subjects;	Practical	BJM 204.3	Presentation, Quiz & End Sem Exam
29	Composing different subjects;	Practical	BJM 204.3	Presentation, Quiz & End Sem Exam
30	Composing different subjects;	Practical	BJM 204.3	Presentation, Quiz & End Sem Exam
31	Perspective, Texture,	Practical	BJM 204.4	Presentation, Quiz & End Sem Exam
32	Pattern, Colour, Shape	Practical	BJM 204.4	Presentation, Quiz & End Sem Exam
33	Pattern, Colour, Shape	Practical	BJM 204.4	Presentation, Quiz & End Sem Exam
34	Contrast, Types of Photography	Practical	BJM 204.4	Presentation, Quiz & End Sem Exam
35	Contrast, Types of Photography	Practical	BJM 204.4	Presentation, Quiz & End Sem Exam
36	Landscape, Portrait Still Documentary	Practical	BJM 204.4	Presentation, Quiz & End Sem Exam
37	Concept of Light-room	Lecture	BJM 204.4	Presentation, Quiz & End Sem Exam
38	Concept of Light-room	Lecture	BJM 204.4	Presentation, Quiz & End Sem Exam
39	Merging of multiple shots to produce a suitable output	Lecture	BJM 204.4	Presentation, Quiz & End Sem Exam
40	Merging of multiple shots to produce a	Lecture	BJM 204.4	Presentation, Quiz

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	suitable output			& End Sem Exam
41	Product based photography;	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
42	Product based photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
43	Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
44	Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
45	Comparative study of Digital photography vs conventional photography; Editing techniques in photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
46	Editing techniques in photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
47	Editing techniques in photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam
48	Editing techniques in photography.	Lecture	BJM 204.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 204.1	Understand the different aspects of Fundamentals of Photography	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**
BJM 204.2	Develop professional capabilities of Photography.	-	1	1	3	1	2	3	1	-	-	-	-	-	**2**	**2**
BJM 204.3	Understand Basics of Photo Editing.professionals.	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**
BJM 204.4	They will be introduced to the concepts creative photography.	-	1	1	3	1	2	3	1	-	-	-	-	-	**2**	**2**
BJM 204.5	Understand *different theories of photography.*	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-II) 2018-19						
Class: BAJMC II Semester						
Subject Name: BJM 204 Fundamentals of Photography		Time:1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: In this course students will understand the emergence of the new 'reader'.
CO2: They will come to know about convergence of media and technology.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is difference between lens and camera?	3
CO1	Q.2a	What are the tools of camera?	3
	Q.2b	What is meaning of focal length with respect to camera?	3
CO2	Q.3	What is exposure triangle?	6
CO2	Q.4	What do you understand by white balance .	3
CO2	Q.5a	What is ISO and why it is important for photography?.	3
	Q.5b	What bracketing in photography?	3
CO2	Q6	What are the similarities between eye and a camera?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fundamentals of Photography*** /Course code BJM ***404*** is level **3** for the academic year 2018-19.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: INDIAN ECONOMY & FOREIGN RELATIONS
Course Code: BJM 205, Credits: 03, Session: 2018-19 (Even Sem), Class: BA(J&MC). II SEM
Faculty Name: Aditya Kumar Shukla

A. Introduction: Using appropriate analytical frameworks, this course reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points. Given the rapid changes taking place in India.

B. Course Outcomes: At the end of the course, students will be able to:

BJM205.1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

BJM205.2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

BJM205.3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

BJM205.4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

BJM205.5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

Program Educational Objectives

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Economic Development Since Independence	**25%**
Major Features Of The Economy At Independence; Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions And Policy Framework; An Assessment of Performance—Sustainability And Regional Contrasts; Structural Change, Savings And Investment; Population And Human Development, Demographic Trends And Issues; Education; Health And Malnutrition, Growth And Distribution, Trends And Policies In Poverty; Inequality And Unemployment, International Comparisons	
Module II: Indian Economy And Issues Relating To Planning	**25%**
Macroeconomic Policies And Their Impact Fiscal Policy; Trade And Investment Policy; Financial And Monetary Policies; Labour Regulation, Policies And Performance In Agriculture growth; Productivity; Agrarian Structure And Technology; Capital Formation; Trade; Pricing And Procurement, Policies And Performance In Industry Growth; Productivity; Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment, Trends And Performance In Services, Investment Models, Government Budgeting, Inclusive Growth And Issues Arising From It.	
Module III: Organizations and Institutions	**20%**
World Bank; The Asian Development Bank; World Economic Forum, United Nations And Its Various Bodies, International Groupings- Like G8, And Commonwealth, National Organizations- Central Bureau Of Investigation (Cbi), Election Commission (Ec), Central Vigilance Commission (Cvc), National Human Rights Commission (Nhrc) , Cag	
Module IV: Indian Foreign Policy	**30%**
Determinants And Principles Of India's Foreign Policy: Domestic And International Sources Of India's Foreign Policy, Objectives And Principles, Non-Alignment: Concepts, Policy And Relevance, India And World Trade Organisation (Wto), India At The United Nations: Security Council Reforms, Changing Relations With The Us And Russia From Cold War To Post Cold War, India China Relations: Challenges And Prospects; Pakistan: Challenges And Prospects; Afghanistan, Sri Lanka, Bangladesh,	

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Nepal, Bhutan, Maldives And Middle East: Main Issue; India And Regional Organizations - European Union (Eu), Association Of South East Asian Nations (Asean) And South Asian Association Of Regional Cooperation (Saarc), Security Challenges Of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions, and task-based activities.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. New Delhi: Allied.
- Rana, A.P. (1976) Imperatives of Non-Alignment: A Conceptual Study of India's Foreign Policy Strategy in the Nehru Period. New Delhi: Macmillan.
- Mishra, K.P. (ed.) (1969) Studies in India's Foreign Policy. New Delhi: Vikas, pp. 90-06.
- Srivastava, P. (ed.) (2001) Non-Alignment Movement: Extending Frontiers. New Delhi: Kanishka Publishers, pp. 177-182.
- Nayar, B.R and Paul, T.V. (2003) India in the World Order. New York: Cambridge University, Press, pp. 115-158.
- Karunakaran, K.P. (1958) India in World Affairs. Vol I. New Delhi: Oxford University Press, Chapter 9 & 10

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Major Features of The Economy at Independence	Lecture	BJM205.1	Mid Term-1, Quiz & End Sem Exam
2	Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions and Policy Framework	Lecture	BJM205.1	Mid Term-1, Quiz & End Sem Exam
3	An Assessment of Performance—Sustainability and Regional Contrasts	Lecture	BJM205.1	Mid Term-1, Quiz & End Sem Exam
4	Structural Change, Savings, and Investment	Lecture	BJM205.1	Mid Term-1, Quiz & End Sem Exam
5	Population And Human Development, Demographic Trends, and Issues	Lecture	BJM205.1	Mid Term-1, Quiz & End Sem Exam
6	Education; Health and Malnutrition, Growth and Distribution, Trends and Policies in Poverty	Lecture	BJM205.1	Mid Term-1, Quiz & End Sem Exam
7	Inequality and Unemployment, International Comparisons	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam
8	Macroeconomic Policies and Their Impact Fiscal Policy; Trade and Investment Policy.	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam
9	Financial And Monetary Policies; Labour Regulation, Policies and Performance in Agriculture growth	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam
10	Productivity; Agrarian Structure and Technology; Capital Formation.	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam
11	Trade; Pricing and Procurement, Policies and Performance in Industry Growth; Productivity.	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam
12	Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment,	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam

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13	Trends And Performance in Services, Investment Models, Government Budgeting, Inclusive Growth, and Issues Arising from It	Lecture	BJM205.2	Mid Term-1, Quiz & End Sem Exam
14	World Bank; The Asian Development Bank National Human Rights Commission (Nhrc)	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
15	World Economic Forum, United Nations, and Its Various Bodies	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
16	International Groupings- Like G8, And Commonwealth	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
17	National Organizations- Central Bureau of Investigation (Cbi)	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
18	Election Commission (Ec), Central Vigilance Commission (Cvc).	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
19	Determinants And Principles of India's Foreign Policy	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
20	Domestic and International Sources of India's Foreign Policy Objectives and Principles	Lecture	BJM205.3	Mid Term-1, Quiz & End Sem Exam
21	Non-Alignment: Concepts, Policy And Relevance	Lecture	BJM205.3	Presentation, Quiz & End Sem Exam
22	India And World Trade Organisation (Wto)	Lecture	BJM205.3	Presentation, Quiz & End Sem Exam
23	India At the United Nations: Security	Lecture	BJM205.3	Presentation, Quiz & End Sem Exam
24	Council Reforms, Changing Relations with The Us and Russia From Cold War To Post-Cold War	Lecture	BJM205.3	Presentation, Quiz & End Sem Exam

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25	India China Relations: Challenges and Prospects	Lecture	BJM205.3	Presentation, Quiz & End Sem Exam
26	Pakistan: Challenges and Prospects	Lecture	BJM205.4	Presentation, Quiz & End Sem Exam
27	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	BJM205.4	Presentation, Quiz & End Sem Exam
28	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	BJM205.4	Presentation, Quiz & End Sem Exam
29	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	BJM205.4	Presentation, Quiz & End Sem Exam
30	India And Regional Organizations - European Union (Eu)	Lecture	BJM205.4	Presentation, Quiz & End Sem Exam
31	Association Of Southeast	Lecture	BJM205.5	Presentation, Quiz & End Sem Exam
32	Asian Nations (Asean) And South Asian Association of Regional Cooperation (Saarc).	Lecture	BJM205.5	Presentation, Quiz & End Sem Exam
33	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	BJM205.5	Presentation, Quiz & End Sem Exam
34	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	BJM205.5	Presentation, Quiz & End Sem Exam
35	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	BJM205.5	Presentation, Quiz & End Sem Exam
36	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	BJM205.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM205.1	Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
BJM205.2	The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
BJM205.3	Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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BJ M205.4	The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
BJ M205.5	Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1



Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II) 2018-19

Class: BA(J&MC) II Semester

Subject Name: BJM205 INDIAN ECONOMY AND FOREIGN RELATIONS	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

CO2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

CO3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

CO4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

CO5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What were the major features of the Indian economy at independence, and how have growth and development evolved under different policy regimes?	3
CO2	Q.2a	Analyze the goals, constraints, institutions, and policy frameworks that have shaped economic development in India. Evaluate the sustainability and regional contrasts in economic performance.	3
	Q.2b	Explore the factors contributing to structural change, savings, and investment in the Indian economy. Assess the	3

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		demographic trends, education, health, and malnutrition issues impacting population and human development.	
CO4	Q.3	Discuss the trends and policies addressing poverty, inequality, and unemployment in India, considering international comparisons. How has India fared in comparison to other nations?	6
CO3	Q.4	Examine the impact of macroeconomic policies such as fiscal, trade, and investment policies on the Indian economy. How do financial and monetary policies influence economic growth?	3
CO5	Q.5a	Evaluate labour regulation policies and their performance in agriculture, focusing on productivity, agrarian structure, technology, capital formation, trade, pricing, and procurement.	3
	Q.5b	Assess policies and performance in the industrial sector, considering growth, productivity, diversification, small-scale industries, public sector, competition policy, and trends in foreign investment and services.	3
CO3	Q 6	Explore the functions and significance of national organizations in India, such as the Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC), and Comptroller and Auditor General (CAG).	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Indian Economy and Foreign Relations /BJM 205** is level 2 for the academic year 2018-19.

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Amity School of Communication
Course Handout
Digital Skills for Media-II
Course Code : BJM 206 Crédits : 2 Session : 2018-19, Class :BAJMC 2022
Faculty Name : Sanjay Singh Sikarwar

A. Introduction: Sound is stored for playback through the process of sound recording. Recording devices capture sound waves from the air and convert them into electrical signals or digital data, which are then stored on media such as records, compact discs (CDs), and computer hard drives. Students will learn all the terminologies such as playback equipment reverses the recording process to reproduce the original sound. Sound recording is used in the music, movie, television, and radio industries.

B. **Course Outcomes:** At the end of the course, students will be able to:

BJM 206.1.. Understand the concepts of Sound recording & editing.
BJM 206.2. Analyse various terminologies and equipment setting.
BJM 206.3. Identify, implement and evolve conceptual understanding of the Sound recording & editing.
BJM 206.4. Evaluate the different technologies such as Peaking, balancing, mastering etc.
BJM 206.5. Enable students to prepare project on audio sampling.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Basics of Sound Recording and Sound Equipments	**Weightage**
Voice casting, Sound Theory: Frequency, Amplitude, the art of foley, Microphone, Characteristics, Sound Recording Fundamentals:–Mic placement –Angle vs Distance – Signal to Noise Ratio, Types of Sound Equipments, Basic Recording Techniques, Basics of Digital Audio, Powering Up Hardware.	**35%**
Module II: Sound Recording Software	**30%**
Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio programme recording and editing with the help of Sound-forge.	
Module III: Sound Editing	**35%**
Sound Editing: dialogue editing -cleaning up audio, noise reduction, etc, Creating First Session, Making First Recording, Importing Media in to Session, Basic Editing Techniques, Using Virtual Instruments, Recording on Sound forge, Basic Mixer Terminology, Basic Automation, Basic Mixing Techniques, Creating Stereo Mix Down, Multi-track Editing, Hands on Project	

Examination Scheme for Theory+Practical (T+P) Subject

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- The Foley Grail: The Art of Performing Sound for Film, Games and Animation by Vanessa Theme Ament (2009, Focal Press)
- The Sound Effects Bible by Ric Viers (2008, Michael Wiese Productions)
- Audio Basicsby Stanley R. Alten (2012, Wadsworth Publishing)

G. Lecture Plan:

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Voice casting	Lecture	BJM 206.1	Mid Term-1,

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				Quiz & End Sem Exam
2	Frequency, Amplitude	Lecture	BJM 206.1	Mid Term-1, Quiz & End Sem Exam
3	the art of foley	Lecture	BJM 206.1	Mid Term-1, Quiz & End Sem Exam
4	Microphone	Lecture	BJM 206.1	Mid Term-1, Quiz & End Sem Exam
5	Sound Recording Fundamentals:–Mic placement –Angle vs Distance	Lecture	BJM 206.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Sound Equipment	Practical	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
7	Basics of Digital Audio	Lecture	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
8	Introduction to Software	Practical	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
9	Tools and Menus,	Lecture	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
10	Audio Recording	Lecture	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
11	Sound Editing	Practical	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
12	noise reduction	Practical	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
13	Using Virtual Instruments	Lecture	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
14	Basic Automation	Lecture	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
15	Mixing Terminologies	Lecture	BJM 206.2	Mid Term-1, Quiz & End Sem Exam
16	Sound Peaking	Lecture	BJM 206.3	Mid Term-1, Quiz & End Sem Exam
17	Sound forge	Lecture	BJM 206.3	Mid Term-1,

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				Quiz & End Sem Exam
18	Adobe audition	Lecture	BJM 206.3	Mid Term-1, Quiz & End Sem Exam
19	Stereo Sound	Lecture	BJM 206.3	Mid Term-1, Quiz & End Sem Exam
20	Dolby digital sound	Lecture	BJM 206.3	Mid Term-1, Quiz & End Sem Exam
21	Types of microphone	practical	BJM 206.3	Presentation, Quiz & End Sem Exam
22	connectors & Cables	Practical	BJM 206.3	Presentation, Quiz & End Sem Exam
23	Mastering of Sound	practical	BJM 206.3	Presentation, Quiz & End Sem Exam
24	Acoustic terminologies	Lecture	BJM 206.3	Presentation, Quiz & End Sem Exam
25	Recording of instrumental	Practical	BJM 206.3	Presentation, Quiz & End Sem Exam

26	Mixing Terminologies	Lecture	BJM 206.4	Presentation, Quiz & End Sem Exam
27	Sound Peaking	Lecture	BJM 206.4	Presentation, Quiz & End Sem Exam
28	Sound forge	Lecture	BJM 206.4	Presentation, Quiz & End Sem Exam
29	Adobe audition	Lecture	BJM 206.4	Presentation, Quiz & End Sem Exam
30	Stereo Sound	Lecture	BJM 206.5	Presentation, Quiz & End Sem Exam
31	Dolby digital sound	Lecture	BJM 206.5	Presentation, Quiz & End Sem Exam
32	Types of microphone	Lecture	BJM 206.5	Presentation, Quiz & End Sem

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				Exam
33	connectors & Cables	Practical	BJM 206.5	Presentation, Quiz & End Sem Exam
34	Mastering of Sound	Practical	BJM 206.5	Presentation, Quiz & End Sem Exam
35	Acoustic terminologies	Practical	BJM 206.5	Presentation, Quiz & End Sem Exam
36	Mixing Terminologies	Lecture	BJM 206.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 206.1	Understand the concepts of Sound recording & editing.	3	3	1	3	1				2		2	1			
BJM206.2	Analyse various terminologies and equipment setting	3	2	2	2	2				2		1	1			
BJM206.3	Identify, implement and evolve conceptual understanding of the Sound recording & editing	3	2	2	2	2				3		3	1			
BJM206.4	Evaluate the different technologies such as Peaking,	3	3	2	3	2				1		2	1			

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	balancing, mastering etc.															
BJM206.5	Enable students to prepare project on audio sampling.	2	2	1	2	3				2		2	1			

Sample Paper Amity School of communication 2018-19						
Class: BAJMC Digital Skills for Media-II Sem						
Subject Name: Digital Skills for Media II		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Sound? What are the applications of sound?	3
CO1	Q.2a	What is Acoustic? What do you mean by reflection of sound?	3
	Q.2b	Define:(1) Frequency (2) Amplitude	3
CO2	Q.3	Explain the role of Sound engineer in industry	6
CO2	Q.4	What is transducer? What is microphone?	3
CO2	Q.5a	What is stereo sound? How to convert mono into stereo sound?	3
	Q.5b	What is art of foley?	3

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CO2	Q6	Name some important audio software.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 70% marks then level1
Level	3	IF 80% of students secure more than 80% marks then level1

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media II*** /Course code ***BJM 206*** is level **3** for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name: Radio Production
Course Code: BJM 207 Credit: 2 Session: 2018-19 (Even Sem), Class: BAJMC 2nd Semester
Faculty Name: Dr Manish Dubey

A. **Introduction:** This course provides a hands-on exploration of the dynamic world of radio, covering essential skills such as scriptwriting, voice modulation, program development, and news reporting. Get ready to dive into the art and science of crafting compelling audio content for diverse audiences.

B. **Course Outcomes:** At the end of the course, students will be able to:

BJM 207.1. Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium

BJM 207.2. Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.

BJM 207.3. Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format...

BJM 207.4. Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.

BJM 207.5. Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Project	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%

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	leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus:

	Weightage (%)
Module I: Pre Production	**30%**
• Script Development • Script writing • Pilot Script	
Module II Production	**40%**
• News • Doco drama • Vox-Pop • Interviews	
Module III Post Production	**30%**
• Post Production • Software	

E. Examination Scheme

F. Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

- "Radio Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Radio Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

H. Lecture Plan:

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I.

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	Practical	BJM 207.1	Project & Viva
2	Pre Production	Practical	BJM 207.1	Project & Viva
3	Pre Production	Practical	BJM 207.1	Project & Viva
4	Pre Production	Practical	BJM 207.1	Project & Viva
5	Pre Production	Practical	BJM 207.1	Project & Viva
6	Pre Production	Practical	BJM 207.1	Project & Viva
7	Pre Production	Practical	BJM 207.1	Project & Viva
8	Pre Production	Practical	BJM 207.1	Project & Viva
9	Pre Production	Practical	BJM 207.2	Project & Viva
10	Pre Production	Practical	BJM 207.2	Project & Viva
11	Pre Production	Practical	BJM 207.2	Project & Viva
12	Pre Production	Practical	BJM 207.2	Project & Viva
13	Production	Practical	BJM 207.2	Project & Viva
14	Production	Practical	BJM 207.2	Project & Viva
15	Production	Practical	BJM 207.2	Project & Viva
16	Production	Practical	BJM 207.2	Project & Viva
17	Production	Practical	BJM 207.2	Project & Viva
18	Production	Practical	BJM 207.3	Project & Viva
19	Production	Practical	BJM 207.3	Project & Viva
20	Production	Practical	BJM 207.3	Project & Viva
21	Production	Practical	BJM 207.3	Project & Viva
22	Production	Practical	BJM	Project &

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			207.3	Viva
23	Production	Practical	BJM 207.3	Project & Viva
24	Production	Practical	BJM 207.3	Project & Viva
25	Post Production	Practical	BJM 207.3	Project & Viva
26	Post Production	Practical	BJM 207.3	Project & Viva
27	Post Production	Practical	BJM 207.3	Project & Viva
28	Post Production	Practical	BJM 207.3	Project & Viva
29	Post Production	Practical	BJM 207.3	Project & Viva
30	Post Production	Practical	BJM 207.3	Project & Viva
31	Post Production	Practical	BJM 207.4	Project & Viva
32	Post Production	Practical	BJM 207.4	Project & Viva
33	Post Production	Practical	BJM 207.4	Project & Viva
34	Post Production	Practical	BJM 207.5	Project & Viva
35	Post Production	Practical	BJM 207.5	Project & Viva
36	Post Production	Practical	BJM 207.5	Project & Viva
37	Post Production	Practical	BJM 207.5	Project & Viva
38	Post Production	Practical	BJM 207.5	Project & Viva
39	Post Production	Practical	BJM 207.5	Project & Viva
40	Post Production	Practical	BJM 207.5	Project & Viva
41	Post Production	Practical	BJM 207.5	Project & Viva
42	Post Production	Practical	BJM 207.5	Project & Viva
43	Post Production	Practical	BJM 207.5	Project & Viva
44	Post Production	Practical	BJM 207.5	Project & Viva
45	Post Production	Practical	BJM 207.5	Project & Viva
46	Post Production	Practical	BJM	Project &

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			207.5	Viva
47	Post Production	Practical	BJM 207.5	Project & Viva
48	Post Production	Practical	BJM 207.5	Project & Viva

J. Course Articulation Matrix

Sample

K. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BJM 207.1	Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium	3	3	1	3	1	**3**	**2**	**3**	2		2	1	**3**	**2**	**2**
BJM 207.2	Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.	3	2	2	2	2	**3**	**3**	**2**	2		1	1	**3**	**3**	**2**
BJM 207.3	Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format.	3	2	2	2	2	**3**	**2**	**1**	3		3	1	3	**2**	**2**
BJM 207.4	Gain practical experience in operating radio equipment,	3	3	2	3	2	**2**	**2**		1		2	1	**2**	**3**	**3**

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	executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.															
BJM 207.5	Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.	2	2	1	2	3	**2**	**2**		2		2	1	**3**	**2**	**2**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***RADIO PRODUCTION*** /Course code ***BJM 207*** is level 2 for the academic year 2018-19.

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Course Handout
Course Name : Basics of Media Research
Course Code : BAJMC 301, Crédits : 02, Session : 2018-2019 (Odd Sem.), Class : BJMC. III rd Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: The objective of this course is to introduce basic concepts of research and to establish the relationship between mass communication, journalism & research.

B. *Course Outcomes:* *At the end of the course, students will be able to:*

1. BAJMC 301.1: Students will be able to outline the fundamentals of research.
2. BAJMC 301.2: Students will describe the relationship between mass communication, journalism & research.
3. BAJMC 301.3: Students will explain the process, concepts, and techniques of research & infer the impact of research in mass communication.\
4. BAJMC 301.4: Student will be able to understand Qualitative and quantitative research techniques.
5. BAJMC 301.5: Student will be able to understand the process of writing a research report.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Media Research • Meaning, definitions and types of research • Media research: Concept and Scope • Challenges and Prospect of Media Research in India • Research designs: Exploratory, Descriptive and Experimental • Approaches to research: Qualitative, Quantitative and Mixed • Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis. • Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview • Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	**35%**
Module II – Media Research Process and Sampling • Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research • Sampling: selecting a suitable sample using sampling methods • Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	**35%**

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Module III – Media Research Report Writing and Ethical Issues • Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation • Significance of Reference and Bibliography in Research • Ethical Issues in Research: Plagiarism and interviewers guidelines	**30%**

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**
- **Preparation of research article/paper**

Lab/ Practical details, if applicable:
NA Assessment/ Examination
Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**0**	**100**

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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Research Assignment**	**Presentation**	**Attendance**	
Weightage (%)	10	10	5	5	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning of research	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
2	Definitions and types of research	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
3	Media research: Concept and Scope	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
4	*Challenges and Prospect of Media Research in India*	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam
5	Research designs: Exploratory, Descriptive and Experimental	Lecture	BJM301.1	Mid Term-1, Quiz & End Sem Exam

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6	Approaches to research: Qualitative, Quantitative and Mixed	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
7	Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
8	Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
9	Discussion, Observation, Interview	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
10	Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
11	Media Research Process and Sampling	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
12	Steps of Media Research Process	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
13	Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the Research Design	Lectu re	BJM30 1.2	Mid Term-1, Quiz & End Sem Exam
15	Collection of Data, Data Analysis, Finding	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam

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	the Results, Outcome of Research			
16	Sampling: selecting a suitable sample using sampling methods	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
17	Basic terms of sampling	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
18	sample plan, sample design, sample unit	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
19	sample frame and sample size	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
20	Media Research Report Writing and Ethical Issues	Lectu re	BJM30 1.3	Mid Term-1, Quiz & End Sem Exam
21	Types of Media Research reports	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam
22	Research Articles / Paper,	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam
23	Significance of Reference and Bibliography in Research Project Report, Dissertation	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam
24	Ethical Issues in Research: Plagiarism and interviewers guidelines	Lectu re	BJM30 1.3	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
BAJMC 301.1	Students will be able to outline the fundamentals of research.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
BAJMC 301.2	Students will describe the relationship between mass communication, journalism & research.	**3**	**1**	**1**	**2**	**3**	**3**	**2**	**1**	**2**	**1**			
BAJMC 301.3	Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.	**1**	**2**	**3**	**2**	**1**	**3**	**2**	**3**	**2**	**1**			
BAJMC 301.4:	Student will be able to understand Qualitative and quantitative research techniques.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
BAJMC 301.5:	Student will be able to understand the process of writing a research report.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			

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Sample Question Paper

Amity School of Communication **MID-SEMESTER (SEM –I) 2018-2019**						
Class: BJMC-III Semester						
Subject Name: Basics of Media Research BAJMC 301		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	

The student will be able to
CO1: Understanding of basic concepts of research
CO2: Establish relationship between mass communication, journalism & research
CO3: Explain the process, concepts and techniques of research.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by research?	3
CO1	Q.2a	Explain the scope of media research?	3
	Q.2b	Explain the 'Research designs.'	3
CO2	Q.3	Enumerate the Challenges and Prospect of Media Research in India	6
CO2	Q.4	What do you mean by Hypothesis?	3
CO3	Q.5a	Write a short note on Sampling.	3
	Q.5b	State the importance of Review of literature?	3
CO3	Q 6	Enlist the Ethical Issues in Research, Plagiarism and interviewers guidelines.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Media Research** Course code **BAJMC 301** is level **3** for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Global Media Scenario
Course Code : BAJMC 302, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 3rd Semester
Faculty Name : Syantani Roy

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC 302.1- Develop a critical understanding of the relationship between media and globalization.
- BAJMC 302.2-Analyze how media influences the construction of national identities in a global context.
- BAJMC 302.3- Explore the impact of international media flows on social formations and cultural identities.
- BAJMC 302.4- Examine the role of media in shaping perceptions of global events and issues.
- BAJMC 302.Discuss the ethical considerations and cultural implications of media globalization.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I Introduction	**15 %**
PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20 %**
Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews a) Contents for the newsletter	
Module IV Functions of Corporate Communication	15%
Introduction- Difference between Global Media Scenario ; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	15%
Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	
Module VI Corporate Planning and Strategy	15%
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

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Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	PRSI			
3	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
4	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
6	PR concepts and role (Definitions and concepts, Role and Objectives of PR); Public Relations in India Internal & External PR ; Role of PRSI	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
7	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
8	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR			
9	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
10	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
11	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
12	Planning P.R campaigns; PR Tools; Lobbying; Media relations (Media list, Relationship building meetings, Media	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	planning, Media tours and visits); Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post); Role of new media in PR; Changing trends in PR			
13	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
14	Contents for the newsletter	Practical	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Practical	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
16	Contents for the newsletter	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for press (Pitch notes, placed articles, Media briefing documents); Press release ; Press Interviews	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
18	Contents for the newsletter	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction- Difference between Global Media Scenario ; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
20	identity, citizenship and philanthropy	Lecture	BAJMC 302.2	Mid Term-1, Quiz & End Sem

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				Exam
21	Introduction- Difference between Global Media Scenario ; Importance and functions of Corporate Communication; Elements of corporate communication: corporate philosophy, culture, Corporate	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
23	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
24	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
25	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
26	Importance – Role of	Lecture	BAJMC	Mid Term-

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	Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning		302.3	2, Quiz & End Sem Exam
27	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
28	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
29	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning and its importance	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
30	Importance – Role of Corporate Communication tools; Company Profile in an organization; House Journal; Annual Reports; Internet – E-Newsletters, Memos, Notices; Direct marketing, network marketing; Liasioning	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
31	Corporate Governance; Image Management;	Lecture	BAJMC 302.3	Mid Term-2, Quiz &

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	Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication			End Sem Exam
32	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
34	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.5	Mid Term-2, Quiz & End Sem Exam
35	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.5	Mid Term-2, Quiz & End Sem Exam
36	Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 302.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 302.1	Develop a critical understanding of the relationship between media and globalization.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 302.2	Analyze how media influences the construction of national identities in a global context	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 302.3	Explore the impact of international media flows on social formations and cultural identities.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 302.4	Examine the role of media in shaping perceptions of global events and issues.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 302.5	Discuss the ethical considerations and cultural	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	implications of media globalizatio n.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019						
Class: BAJMC.III Semester						
Subject Name: BAJMC-302 GLOBAL MEDIA SCENARIO		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzin g	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Develop a critical understanding of the relationship between media and globalization. CO2: the construction of national identities in a global context.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the relationship between media and globalization?	3
CO1	Q.2a	How does media influence the construction of national identities?	3
	Q.2b	What role does media play in shaping perceptions of global events?	3
CO1	Q.3	How do transnational media corporations impact local media landscapes?.	6
CO2	Q.4	What are some challenges and opportunities of global media convergence?	3
CO2	Q.5a	Discuss ethical considerations related to media globalization.	3
	Q.5b	How do you critically assess scholarly literature on the global media scenario?	3
CO2	Q 6	Reflect on your understanding of media, globalization, and identity formation.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Global Media Scenario /Course code *BAJMC-302* is level 2 for the academic year 2018-2019.**

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Amity School of Communication
Course Handout
Course Name : Advanced TV Journalism
Course Code : BAJMC 303, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 3rd Semestre
Faculty Name : Aditya Kumar Shukla

Introduction: "In Advanced TV Journalism course, students delve into the practicalities of broadcast journalism. From mastering camera techniques to refining interview skills and crafting compelling narratives, this curriculum equips students to thrive in the fast-paced world of television news."

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-303.1- Students will be able to identify how to write, shoot and edit news related stories.
- BAJMC JMC-303.2- Students will explain the relationship between the industry and the viewers
- BAJMC JMC-303.3- Students will operate with the working process
- BAJMC JMC-303.4- Students will analyse the positive & negative aspects of the TV industry
- BAJMC JMC-303.5- Through practical applications and real-world examples, students will understand TV Writing and visualization style.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: TV Writing while visualizing	**25 %**
Writing for various Genres:crime , business,national, international stories, sports, entertainment, lifefstyle Writing for interview: concept, kinds, types, impact, outcome, questioning Writing for a news story: concept, kinds, types, impact, outcome Writing for a current affair report:facts and figures,background information,unbiased , data/statistics Snippets: fast news Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	
Module II: Shooting(Production)	**30%**
Shooting(Production) Challenges of shooting and ways to sort them:budget, weather, lack of coordination, technical difficulties, permissions. Planning and Shooting for various programme formats: News:live or recorded Entertainment; Interviews; Talk shows; Shooting for fiction	
Module III: Editing (post production)	**20 %**
What is editing?; Types of editing Problems in editing and the solutions Different styles of editing Editing for fiction; Editing for non- fiction; Editing interviews Travels shows, cookery shows, Reality shows	
Module IV: Presentation	

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Presentation; How to decide on the final product; Accompaniments of the product Follow ups; Development process of the product; Backgrounder; Where to leave a particular story.	**25 %**

Teaching Pedagogy:

- Lectures and hands on experience.
- Watching TV shows, explaining through tv shows.
- Writing, shooting and editing, Giving the class a feel of the news room.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

D. Suggested Text/Reference Books:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV Writing while visualizing	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
2	Challenges of writing and ways to overcome	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam

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3	Writing for various Genres: crime, business, national, international stories, sports, entertainment, lifestyle	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
4	Writing for interview: concept, kinds, types, impact, outcome, questioning	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
5	Writing for a news story: concept, kinds, types, impact, outcome	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
6	Writing for a current affair report: facts and figures, background information, unbiased, data/statistics	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
7	Snippets: fast news	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
8	Headlines: creation of headlines, selection of headlines for different segments and bulletins	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
9	Writing for entertainment: style, knowledge of the entertainment industry, related shots, music	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
10	Business: terminology, sensex, shares, update, follow-ups, impact	Lecture	BAJMC 303.2	Mid Term-1, Quiz & End Sem Exam
11	Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements	Lecture	BAJMC 303.1	Mid Term-1, Quiz & End Sem Exam
12	International: political, crime, disaster, business, entertainment	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
13	Challenges of shooting and ways to sort them: budget, weather, lack of	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem

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	coordination, technical difficulties, permissions			Exam
14	Planning and Shooting for various programme formats: News - live or recorded	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
15	Entertainment: Interviews, Talk shows	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
16	Shooting for fiction	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
17	What is editing?	Lecture	BAJMC 303.4	Mid Term-1, Quiz & End Sem Exam
18	Types of editing	Lecture	BAJMC 303.4	Mid Term-1, Quiz & End Sem Exam
19	Problems in editing and the solutions	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
20	Different styles of editing	Lecture	BAJMC 303.3	Mid Term-1, Quiz & End Sem Exam
21	Editing for fiction	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
22	Editing for non-fiction	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
23	Editing interviews	Lecture	BAJMC 303.1	Mid Term-2, Quiz & End Sem Exam
24	Travel shows, cookery shows, Reality shows	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
25	Presentation	Lecture	BAJMC 303.4	Mid Term-2, Quiz &

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				End Sem Exam
26	How to decide on the final product	Lecture	BAJMC 303.3	Mid Term-2, Quiz & End Sem Exam
27	Accompaniments of the product	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
28	Follow-ups	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
29	Development process of the product	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
30	Backgrounder	Lecture	BAJMC 303.4	Mid Term-2, Quiz & End Sem Exam
31	Where to leave a particular story	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
32	TV Writing while visualizing	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
33	Challenges of writing and ways to overcome	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
34	Writing for various Genres: crime, business, national, international stories, sports, entertainment, lifestyle	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
35	Writing for interview: concept, kinds, types, impact, outcome, questioning	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam
36	Writing for a news story: concept, kinds, types, impact, outcome	Lecture	BAJMC 303.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 303.1	Students will be able to identify how to write, shoot and edit news related stories.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 303.2	Students will explain the relationship between the industry and the viewers	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 303.3	Students will operate with the working process.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 303.4	Students will analyse the positive & negative aspects of the TV industry	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 303.5	Through practical applications and real-world examples, students will understand TV Writing and	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	visualizati on style.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019						
Class: BAJMC.III Semester						
Subject Name: BAJMC-303 Advanced TV Journalism		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is it important to write for different genres in television journalism? Provide examples.	3
CO1	Q.2a	What challenges are typically encountered during the shooting process in television production, and how can they be managed?	3
	Q.2b	What are the key elements of effective editing in television journalism? Describe different editing styles.	3
CO1	Q.3	How does presentation contribute to the impact of a news program in television journalism?	6
CO2	Q.4	Compare the writing styles for news stories and current affairs reports.	3
CO2	Q.5a	Explain the significance of headlines in television news and how they're created.	3
	Q.5b	Describe the process of planning and shooting for various television program formats.	3

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CO2	Q 6	Evaluate the impact of international news coverage on television journalism and discuss associated challenges.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advanced Television Journalism*** /Course code ***BAJMC-303*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Basics of Newsroom Practices
Course Code : BAJMC 304, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 3rd Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to a comprehensive exploration of essential journalistic skills and operations. From ethical standards to news gathering techniques, this course equips you with the fundamental knowledge needed to excel in the fast-paced world of media.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-304.1- Students will be able to identify the working procedure of the TV industry
- BAJMC-304.2- Students will outline the relationship of each personnel inside a newsroom
- BAMC-304.3- Students will recognize the working process of media houses
- BAJMC-304.4- Students will interpret the challenges and solutions of the TV industry
- BAJMC-304.5- Student will gain essential skills and knowledge in journalistic ethics, news gathering techniques.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weight
Module I :	**25%**
TV newsroom structure; Process of broadcast of a news report Reporting:types of reporting (beats)-political, social, business, entertainment, crime, educational, health, sports; INGEST:feed, FTP, Recording Assignment/input:news gathering, phono, live , guest coordination, forward plan, day plan. Desk output:rundown, ticker, planning, prep, video editing, graphics; PCR:switcher, sound, play out, CG, Teleprompter; MCR:scheduling of programmes, scheduling of advertisements, time management,content crisis management; TV AT HOMES:TV centre, teleport, satellite, downlinking to MSO,DTH platform, home.; Research:News research, SIT, RTI Archive/library-tagging, description, archiving; Monitoring:keeping watch on other channel	
Module II	**25%**
News collection from field:Reporter, Stringer, sources, other channels, newspapers, news agency, citien journalists/active viewers Thought process of working on a report:Research, data collection, expert advice, byte, shots Collecting information, shots and bytes/ counter bytes, on location shoot PTC's:definition, concept, types, requirement; LIVE:deferred, on location, actual,impact on viewers, team involved; Coordination with output and ingest:role of input	
Module III	**50%**
Role of output Role of each personnel at the desk Coordination with different reporters at various locations. Script writing and making of a package. Rundown and its contents. Requirements of a story update and deciding on the contents of a bulletin Programming according to time requirement Aesthetics of screen presentation Montage, Sting, Promos Coordination with the PCR Studio:connection with PCR , PANEL DISCUSSION, talk shows, debates, news bulletins STUDIO SETUP ,Multi cam , single cam, technical requirement, multi location, live broadcast HOW BROADCAST TAKES PLACE	

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Teaching Pedagogy:

- Lectures and hands on experience.
- Watching TV shows. explaining through tv shows. Writing , shooting and editing.
- Giving the class a feel of the news room; Visiting a newsroom

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

Writing and Producing Television News: From Newsroom to Air by Alan Schroeder Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV newsroom structure and organization	Lecture	BAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Process of broadcast for a news report	Lecture	BAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
3	Types of reporting beats: political, social, business, entertainment, crime, educational, health, sports	Lecture	BAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Ingest methods: feed, FTP, recording	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
5	Assignment and input procedures: news	Lecture	BAJMC 304.2	Mid Term-1, Quiz &

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	gathering, live feeds, guest coordination, forward planning			End Sem Exam
6	Desk output tasks: rundown creation, ticker management, video editing, graphics production	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
7	PCR operations: switcher, sound management, play out, CG, Teleprompter usage	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
8	MCR responsibilities: scheduling programmes and advertisements, content crisis management	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
9	TV at homes infrastructure: TV center, teleport, satellite, downlinking to MSO, DTH platforms, home setups	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
10	News research techniques: SIT, RTI, archive/library management	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
11	Monitoring competitor channels	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
12	News collection sources: reporters, stringers, news agencies, citizen journalists	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
13	Thought process for report creation: research, data collection, expert advice, shots collection	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
14	PTCs (Piece to Camera): definition, types, requirements	Practical	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
15	Live reporting: deferred, on location, actual, impact on viewers, team involvement	Practical	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
16	Coordination with output and ingest departments	Lecture	BAJMC 304.2	Mid Term-1, Quiz &

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				End Sem Exam
17	Role of output personnel	Lecture	BAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Coordination with reporters at different locations	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
19	Script writing and package creation	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
20	Contents and management of rundowns	Lecture	BAJMC 304.3	Mid Term-1, Quiz & End Sem Exam
21	Story update requirements and bulletin contents	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
22	Programming considerations for time requirements	Lecture	BAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
23	Aesthetics of screen presentation	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
24	Montage creation	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
25	Sting and promo creation	Lecture	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
26	Coordination with PCR for studio operations	Practical	BAJMC 3044	Mid Term-2, Quiz & End Sem Exam
27	Studio setup and technical requirements	Practical	BAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
28	Multi-cam and single-cam setups	Practical	BAJMC 304.4	Mid Term-2, Quiz & End Sem

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				Exam
29	Technical requirements for multi-location broadcasts	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
30	Understanding the broadcast process	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
31	Panel discussion setup and management	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
32	Talk shows and debates production	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
33	News bulletin production in the studio	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
34	Live broadcast considerations and management	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
35	Management of studio connections with PCR	Practical	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
36	Ensuring seamless broadcast operations.	Theory	BAJMC 304.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 304.1	Students will be able to identify the working	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	procedure of the TV industry															
BAJMC 304.2	Students will outline the relationship of each personnel inside a newsroom	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 304.3	Students will recognize the working process of media houses	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 304.4	Students will interpret the challenges and solutions of the TV industry	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 304.5	Student will gain essential skills and knowledge in journalistic ethics, news gathering techniques	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019		
Class: BAJMC.III Semester		
Subject Name: BAJMC-304 Basics of Newsroom Practices	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How is newsroom structure organized and what are its key components?	3
CO1	Q.2a	What steps are involved in the broadcast process of a news report?	3
	Q.2b	What are the main types of reporting beats in television journalism?	3
CO1	Q.3	How are news reports ingested into the system for broadcasting?	6
CO2	Q.4	What are the procedures for assignment and input in the newsroom?	3
CO2	Q.5a	What tasks are involved in desk output management?	3
	Q.5b	How are PCR operations managed during broadcast?	3
CO2	Q 6	What infrastructure is required for TV broadcast at homes?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Basics of Newsroom Practices*** /Course code ***BAJMC-304*** is level 2 for the academic year 2018-2019.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advertising Stratégies
Course Code : BAJMC 305, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 3rd Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to explore the dynamic world of Advertising Strategies, where we dissect the tactics and techniques used to create impactful campaigns that resonate with target audiences and achieve marketing objectives.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-305.1- Understand the various perspectives of Advertising strategies.
- BAJMC-305.2- Identify the opportunities in the field of Advertising strategies.
- JMC-305.3- Creating Advertising Plans for clients.
- JMC-305.4- Researching and analyzing in the field of advertising.
- JMC-305.5- Gain proficiency in developing and executing comprehensive advertising strategies.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weight
Module I Introduction	**15%**
PR concepts and role (Definitions and concepts, Role and Objectives of PR) Public Relations in India; Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning PR campaigns; PR Tools; Lobbying Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits) Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post) Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20%**
Writing for press (Pitch notes, placed articles, Media briefing documents) Press release; Press Interviews; Contents for the	
Module IV Functions of Corporate Communication	**10%**
Introduction- Difference between Public Relations and Corporate Communication Importance and functions of Corporate Communication Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	
Importance – Role of Corporate Communication tools; Company Profile in an organization House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices	**15%**
Module VI Corporate Planning and Strategy	**10%**
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

Teaching Pedagogy:

The class will be taught by giving references of case studies, practical Public Relations

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strategies from various organizations. Significance of Public Relations and Corporate Communication will be taught to the students through examples from the business world. Traits will be given to them in the class so that the students can be more confident in Public Relations and Corporate Communication. The students will get a deep insight on to the subject by the time the course gets completed. With the learning of practical aspects of the business world through Public Relations and Corporate Communications after completion of the course the students can work for any organization with full determination and dedication due to their good PR and Communication skills. It is because a person can be successful in personnel and professional life through these two skills to a great extent.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	
Weightage (%)	05	05	10	10	70

D. Suggested Text/Reference Books:

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Jethwaney, J.N. & Sarkar,N.N.; Public Relations; Sterling Publishers Pvt.Ltd
- Moore, H. Frazier & Frank B.K.; Public Relation; Richard d Irwin

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts)	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
2	Role and Objectives of PR	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam

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3	Public Relations in India	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
4	Internal & External PR	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
5	Role of PRSI	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
6	Planning PR campaigns	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
7	PR Tools	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
8	Lobbying	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
9	Media relations (Media list)	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
10	Relationship building meetings	Lecture	BAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
11	Media planning	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
12	Media tours and visits	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
13	Role of Press kit and its importance	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam

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14	Organizing press conference	Practical	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
15	Measurement of PR (Pre, during and post)	Practical	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
16	Role of new media in PR	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
17	Changing trends in PR	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
18	Techniques of Public Relations	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for press (Pitch notes)	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
20	Placed articles, 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	BAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
21	Media briefing documents	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
22	Press release	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
23	Press Interviews	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
24	Contents for the newsletter	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
25	Functions of Corporate Communication	Lecture	BAJMC 305.3	Mid Term-2, Quiz & End Sem

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				Exam
26	Introduction- Difference between Public Relations and Corporate Communication	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
27	Importance and functions of Corporate Communication	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
28	Elements of corporate communication	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
29	Corporate philosophy	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
30	Corporate culture	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
31	Corporate identity	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
32	Corporate citizenship	Practical	BAJMC 305.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate philanthropy	Practical	BAJMC 305.4	Mid Term-2, Quiz & End Sem Exam
34	Tools of Corporate Communication	Practical	BAJMC 305.5	Mid Term-2, Quiz & End Sem Exam
35	Importance – Role of Corporate Communication tools	Practical	BAJMC 305.5	Mid Term-2, Quiz & End Sem Exam
36	Company Profile in an organization	Theory	BAJMC 305.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 305.1	Understand the various perspectives of Advertising strategies	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 305.2	Identify the opportunities in the field of Advertising strategies.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 305.3	Creating Advertising Plans for clients.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 305.4	Researching and analyzing in the field of advertising.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 305.5	Gain proficiency in developing and executing comprehensive advertising strategies.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**



Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019						
Class: BAJMC.III Semester						
Subject Name: BAJMC-101 ADVERTISING STRATEGIES		Time: 1.5 HRS			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key objectives of Public Relations and Corporate Communication?	3
CO1	Q.2a	How can effective PR campaigns be planned and executed using diverse tools?	3
	Q.2b	What role does media relations play in building strong PR strategies?	3
CO1	Q.3	How important is the Press kit in organizing successful press conferences?	6
CO2	Q.4	How is the effectiveness of PR campaigns measured?	3
CO2	Q.5a	What impact has new media had on the practice of Public Relations?	3
	Q.5b	Describe the essential elements of Corporate Communication and their significance.	3
CO2	Q 6	How do tools like annual reports and internet-based newsletters enhance Corporate Communication?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***ADVERTISING STRATEGIES*** /Course code BA***JMC-305*** is level 3 for the academic year 2018-2019.

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Course Handout
Course Name : Writing for TV
Course Code : BAJMC 306, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 3rd Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to explore the intricacies of crafting compelling narratives specifically tailored for television audiences. From script development to character arcs and dialogue, join us on a journey to master the essential techniques needed to captivate viewers and bring stories to life on the small screen."

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-306.1- To familiarize students with concept of scrip, film& TV language.
- BAJMC-306.2- To make student acquainted with scripting for film, TV and video.
- BAJMC-306.3- To make students acquainted with script writing for different types of programmes.
- BAJMC-306.4- To make students acquainted with the formats of electronic media scripts and checklist for script revision.
- BAJMC-306.5- Learn to use different video script formats and employ effective revision techniques to enhance script quality.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I	**50%**
The meaning and importance of script in electronic media, film and TV language. Scripting for film/TV/video, idea brain storming, research for scripting, formats, developing the idea, content treatment, stages of scripting, shot breakdown, story board, story breakdown for multi-camera, screen play, production script, shooting script.	
Module II	**20%**
Script writing for news, features, documentaries/ talks, sports programmes, variety programmes, music specials, science programmes, educational programmes and children's	
Module III	
Writing for the production of ads & commercials- different types of appeals & styles of	**15%**
Module IV	
Video script formats – the wide margin format, the variety show format and the double column format. Checklist for script revision.	**15%**

Teaching Pedagogy:

- Classroom lectures,
- presentations and
- practical.

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- Blum, Richard A.: Television Writing, Focal Press, Boston, London, 1984.
- Hilliard, Robert L: Writing For Television and Radio, Hasting House, New York, 1976.

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- Lee, Robert and Robert Misiorowski: Script Model: A HandBook For The Media Writer, Hasting House, New York, 1978.
- Trapnell, Coles: Teleplay – An Introduction to Television Writing, Hawthorm Books, New York, 1974.

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to scriptwriting in electronic media, film, and TV language	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
2	Importance of scriptwriting in media production	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
3	Scripting basics: Idea brainstorming and research techniques	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
4	Script formats and structure	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
5	Developing and refining ideas for scripts	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
6	Content treatment: Crafting engaging narratives	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
7	Stages of scripting: From concept to final draft	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
8	Shot breakdown and storyboarding	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
9	Story breakdown for multi-camera setups	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem

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				Exam
10	Screenplay fundamentals	Lecture	BAJMC 306.1	Mid Term-1, Quiz & End Sem Exam
11	Production script essentials	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
12	Understanding the shooting script	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
13	Script writing for news programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
14	Script writing for feature programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
15	Script writing for documentaries and talk shows	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
16	Script writing for sports programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
17	Script writing for variety programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
18	Script writing for music specials	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
19	Script writing for science programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
20	Script writing for educational programs	Lecture	BAJMC 306.2	Mid Term-1, Quiz & End Sem Exam
21	Script writing for children's programs	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam

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22	Writing effective ads and commercials	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
23	Understanding different types of appeals in advertising	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
24	Styles of script writing for ads and commercials	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
25	Overview of video script formats	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
26	Wide margin format for video scripts	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
27	Variety show format for video scripts	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
28	Double column format for video scripts	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
29	Importance of script revision	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
30	Checklist for script revision	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
31	Practical exercises in scriptwriting	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
32	Case studies in scriptwriting for different genres	Lecture	BAJMC 306.3	Mid Term-2, Quiz & End Sem Exam
33	Guest lectures from industry professionals	Lecture	BAJMC 306.4	Mid Term-2, Quiz & End Sem Exam
34	Script analysis and	Lecture	BAJMC	Mid Term

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	feedback sessions		306.5	2, Quiz & End Sem Exam
35	Group projects in script development	Lecture	BAJMC 306.5	Mid Term-2, Quiz & End Sem Exam
36	Final project: Writing a complete script for a chosen medium and genre	Lecture	BAJMC 306.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 306.1	To familiarize students with concept of scrip, film& TV language.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 306.2	To make student acquainted with scripting for film, TV and video.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 306.3	To make students acquainted with script writing for different types of programmes	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 306.4	To make students acquainted with the	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	formats of electronic media scripts and checklist for script revision.															
306.5	Learn to use different video script formats and employ effective revision techniques to enhance script quality.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019						
Class: BAJMC.III Semester						
Subject Name: BAJMC-306 Writing for TV		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of scriptwriting in electronic media, film, and television language?	3
CO1	Q.2a	How do you brainstorm ideas and conduct research for scripting?	3

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	Q.2b	What are the different formats used in scriptwriting and how are ideas developed and treated?	3
CO1	Q.3	Can you outline the stages involved in the scripting process, from idea conception to final production script?	6
CO2	Q.4	How do you breakdown shots and create storyboards for multi-camera productions?	3
CO2	Q.5a	What distinguishes a screenplay from a production script and a shooting script?	3
	Q.5b	How do you write scripts for various television programs such as news, documentaries, and variety shows?	3
CO2	Q 6	What are the different types of appeals and styles used in scriptwriting for advertisements and commercials?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Writing for TV*** /Course code ***BAJMC 306*** is level 3 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Applied Research in Media Studies
Course Code : BAJMC 401, Crédits: 3 Session : 2018-2019 Class : BA J&MC IV
Faculty Name : Dr. Sumit Narula

A. Introduction: : The objective of this course is to familiarize the prospective engineers with techniques in calculus, multivariate analysis, and linear algebra. It aims to equip the students with standard concepts and tools at an intermediate to advanced level that will serve them well towards tackling more advanced level of mathematics and applications that they would find useful in their disciplines.

B. Course Outcomes: At the end of the course, students will be able to:
BAJMC 401.1: To introduce students to the application of research in mass communication
BAJMC 401.2: To explore the various forms of research in different media
BAJMC 401.3: To introduce students to the variety of tools used in different forms of media research
BAJMC 401.4: To introduce them to the concept of research paper/articles and their execution
BAJMC 401.5: To understand the scientific methods and analysis in research.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste

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management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**

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Module I: Concept of Development Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	**30%**
Module II: Development Communication The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	**35%**
Module III: Use of Mass Media in Social Sensitization Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	**35%**

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

References:

Any other Study Material: Research reports of Neilson, India, 9th Edition, Pearson, Reprint, 2002.V. Krishnamurthy, V.P. Mainra and J.L. Arora, An introduction to Linear Algebra, Affiliated East–West press, Reprint 2005.

G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**

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1	Source Analysis; Message Analysis	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
5	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
6	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	BAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
9	Research in Television and radio Rating Method; Non – rating Method	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
10	Research in Television and radio Rating Method; Non – rating Method	Lecture	BAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Pre testing Methods: Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillometer test, The Tachisto scope test Consumer jury test, GSR test.	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam

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12	Post testing Methods: Enquiry test Recall test Recognition test, DAR testing	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
13	Television Audience Measurement; Market Research	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
14	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	BAJMC 401.4	Mid Term-1, Quiz & End Sem Exam
15	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
16	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
17	Research in New Media Social Media Research; Research on Online usage	Lecture	BAJMC 401.4	Mid Term-1, Quiz & End Sem Exam
18	Research in New Media Social Media Research; Research on Online usage	Lecture	BAJMC 401.4	Mid Term-1, Quiz & End Sem Exam
19	Research in New Media Social Media Research; Research on Online usage	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics applied in Research	Lecture	BAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Statistics applied in Research	Lecture	BAJMC 401.2	Mid Term-2, Quiz & End Sem Exam
22	Statistics applied in Research	Lecture	BAJMC 401.2	Mid Term-2, Quiz & End Sem Exam
23	Statistics applied in Research	Lecture	BAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
24	Frequencies and	Lecture	BAJMC	Mid Term-2,

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	Percentages		401.3	Quiz & End Sem Exam
25	Frequencies and Percentages	Lecture	BAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
26	Frequencies and Percentages	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
27	Frequencies and Percentages	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
28	Measures of Central tendency	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
29	Measures of Central tendency	Lecture	BAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
30	Mean, Median, Mode	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
31	Mean, Median, Mode	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
32	Mean, Median, Mode	Lecture	BAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	BAJMC 401.5	Mid Term-2, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 401.1.	***Describe*** the media research analysis for source, message, channel and audience	3	3	1	3	1				2		2	1	1	3	1
BAJMC 402.2.	***Classify*** the applications of media research in print, electronic and PR industry.	3	2	2	2	2				2		1	1	2	2	2
BAJMC 403.3.	***Prepare*** media research plans for the above-mentioned industries	3	2	2	2	2				3		3	1	2	2	2
BAJMC 404.4.	***Apply*** the basic statistical processes in various media research studies	3	3	2	3	2				1		2	1	2	3	2
BAJMC 405.5	To understand the scientific methods and analysis in research.	2	2	1	2	3				2		2	1	1	2	3

Sample Question Paper

Sample Amity School of Communication 2018-2019		
Class: BA J&MC Applied Research in Media Studies IV Semester		
Subject Name: Applied Research in Media Studies	Time: 3 Hrs	Max.Marks:70

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

Student will be able to:

CO Map	Question No.	Question	Marks
CO1	Q.1	What helps to agree timing, agree resource allocation and draws boundaries?	6
CO1	Q.2	What is the comparative method?	6
	Q.3	Define Research?	6
CO1	Q.4	What do you mean by probability sampling?	6
CO2	Q.5	What is hypotheses?	6
CO2	Q.6	What do you mean by secondary data?	6
	Q.7	Explain the significance of source analysis in media research and provide an example.	10
CO2	Q.8	Describe the key components of channel analysis in media research.	10
CO3	Q.9	Discuss the importance of circulation research in the context of newspapers and magazines.	10
CO3	Q.10	Explain the concept and methodologies of television audience measurement.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Applied Research in Media Studies*** /Course code ***BAJMC 401*** is level **3** for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Basics of Film Theory & Practice
Course Code : BAJMC 402, Crédits : 3, Session : 2018-2019 (EVEN), Class BAJMC IV Semestre
Faculty Name : Sandesh Mahajan

Introduction: This course aims to offers a comprehensive exploration of key concepts in film theory, coupled with practical exercises designed to hone your skills in scriptwriting, cinematography, editing, and directing.

Course Outcomes: At the end of the course:

- BAJMC-402.1- Students will select the Language of Cinema and fundamentals of film form and content
- BAJMC-402.2- Students will understand the relationship between theory and practice
- BAJMC-402.3- Students will be classify various fascinating aspects of Cinema
- BAJMC-402.4- Students will be able to define the crucial fine points that make Cinema
- BAJMC-402.5- Students will be capable to create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Language of Cinema	20%
World space and screen space; Continuity: space & time, concepts of editing Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	20%
Development stage- casting, scheduling & reece Pre production stage- key members of film production unit and their roles and responsibilities; Production; Post production; Distribution, promotion and release; Exhibition	
Module III : Scriptwriting	20%
Narrative Composition: 3 plot structure, Linear and Non linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
Module IV : Lighting for Films	20%
Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for- Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	
Module V: Introduction to Film Theories	20%
How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	

Teaching Pedagogy:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will

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be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) Film History—An Introduction, Mc Graw-Hill
- Cook, P. and Bernink, M. (Ed.) (1999) The Cinema Book, The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Language of Cinema: World space and screen space	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	Language of Cinema: Continuity in space & time	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	Language of Cinema: Concepts of editing	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
4	Language of Cinema: Camera movements, angles & shots	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	Language of Cinema: Mise-en-scene	Lecture	BAJMC 402.1	Mid Term-1, Quiz &

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				End Sem Exam
6	Language of Cinema: Dimensions of sound	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	Language of Cinema: Sync and non-sync sound	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Language of Cinema: Sound effects and silence	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Language of Cinema: Dialogues and ambient sound	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
10	Language of Cinema: Background score & musical tracks	Lecture	BAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
11	Stages of Film Production: Development stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	Stages of Film Production: Pre-production stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	Stages of Film Production: Production stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	Stages of Film Production: Post-production stage	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Stages of Film Production: Distribution, promotion, and release	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
16	Stages of Film Production: Exhibition and film festivals	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
17	Scriptwriting: Narrative Composition	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem

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				Exam
18	Scriptwriting: Characterization & Dramatic Structure	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
19	Scriptwriting: Scriptwriting formats	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
20	Scriptwriting: Screenplay and storyboarding	Lecture	BAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
21	Scriptwriting: Script selection and writing proposal	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
22	Lighting for Films: Study of Lighting-Mood, Feel, Form, Content	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
23	Lighting for Films: Single point and two-point lighting in Films	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
24	Lighting for Films: Understanding Natural lighting	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
25	Lighting for Films: Exercises in lighting for Cameo	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
26	Lighting for Films: Exercises in lighting for Silhouettes	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
27	Lighting for Films: Exercises in lighting for Low Key	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
28	Lighting for Films: Exercises in lighting for High Key	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
29	Lighting for Films: Exercises in lighting for Realistic scenes	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam

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30	Lighting for Films: Exercises in lighting for Horror scenes	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
31	Introduction to Film Theories: How to view/read the movie	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
32	Introduction to Film Theories: Narrative and non-narrative films	Lecture	BAJMC 402.3	Mid Term-2, Quiz & End Sem Exam
33	Introduction to Film Theories: Film genre	Lecture	BAJMC 402.4	Mid Term-2, Quiz & End Sem Exam
34	Introduction to Film Theories: Italian neo-realism	Lecture	BAJMC 402.5	Mid Term-2, Quiz & End Sem Exam
35	Introduction to Film Theories: French New wave	Lecture	BAJMC 402.5	Mid Term-2, Quiz & End Sem Exam
36	Introduction to Film Theories: Birth of Indian cinema and the Golden era.	Lecture	BAJMC 402.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 402.1	Students will select the Language of Cinema and fundamentals of film form and content	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC 402.2	Students will understand the relationship between theory and practice	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 402.3	Students will be classify various fascinating aspects of Cinema.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 402.4	Students will be able to define the crucial fine points that make Cinema	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 402.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019						
Class: BAJMC.IV Semester						
Subject Name: BAJMC-402 Basics of Film Theory and Practice		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of the language of cinema, and how do they contribute to storytelling?	3
CO1	Q.2a	How does continuity in space and time enhance the viewer's understanding of a film?	3
	Q.2b	What are the various camera movements, angles, and shots commonly used in filmmaking, and how do they impact the audience's perception?	3
CO1	Q.3	Explain the concept of mise-en-scene and its importance in film aesthetics.	6
CO2	Q.4	What are the different dimensions of sound in cinema, and how do they create atmosphere and emotion?	3
CO2	Q.5a	Describe the stages of film production, from development to exhibition, and discuss the role of each stage.	3
	Q.5b	What are the essential components of a screenplay, and how does scriptwriting format influence the filmmaking process?	3
CO2	Q 6	How does lighting contribute to the mood, tone, and atmosphere of a film, and what are some common lighting techniques used in different genres?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Basics of Film Theory and Practice*** /Course code ***BAJMC-402*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Electronic Media Production
Course Code : BAJMC 403, Crédits : 3, Session : 2018-2019 (EVEN), Class BAJMC IV Semestre
Faculty Name : Ashish Sharma

Introduction: This course aims to explore the intricacies of producing compelling electronic media content for various electronic media platforms. From mastering camera techniques to editing and post-production.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-403.1- Students will identify the concept of idea generation and converting the concept into actual programme .
- BAJMC-403.2- Students will able to outline quality lighting setups for different genres of TV programmes.
- BAJMC-403.3- Students will be able to demonstrate audience rating for the betterment of Production quality.
- BAJMC-403.4- Gain proficiency in utilizing advanced tools and techniques for producing high-quality multimedia content.
- BAJMC-403.5- Develop practical skills in camera operation, video editing, and post-production.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I	25%
Selection of the programme topic: Developing programme briefs (Objectives, Contents, Duration etc), Researching the topic, Programme Resources, Style and format, structuring the programme, Storyboard and Script Designing, Script Layout.	
Module II	25%
Media Research Methodology: Writing support materials, Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Preview and Analysis of programme.	
Module III	25%
Basics of Light & camera for production; theory, rules & principles of quality lighting Shows the creative use of back-lighting; Concepts for lights & lighting equipment for principle subjects and sets both on location and in the studio; Focuses on Cameras & Recorders controls	
Module IV	25%
Basics of sound for production: Microphones, its type & usage; Recording equipment & handling; Recording, Dubbing & Editing in Studio; Working with Computer; Selection & use of Effects & Music	

Teaching Pedagogy:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio & Video equipments in studio and radio stations.

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	70
Weightage (%)	05	05	10	10	

D. Suggested Text/Reference Books:

1 Herbert Zettl Television Production Handbook, Thomson Wadsworth, 2006
2 Corey & Mark Cinema, Law & the State in Asia, Palgrave Mcmillan,
3 Shakuntala Banaji Reading Bollywood, Palgrave Mcmillan, 2006
4 Ohnian & Philips Digital Film making, Focal Press, 2000
5 R.L. Hartwig Basic TV Technology, Focal Press, 2005
6 Gross & Word Digital Movie making, Cenage Learning, 2007
7 Mamer Film Production Technique, Cenage Learning, 2007
8 Andrew Utterback Studio Television Production and Directing, Focal Press, 2007

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Selection of programme topic: Developing programme briefs	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
2	Selection of programme topic: Researching the topic	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
3	Selection of programme topic: Programme Resources	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
4	Selection of programme topic: Style and format	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem

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				Exam
5	Selection of programme topic: Structuring the programme	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
6	Selection of programme topic: Storyboard and Script Designing	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
7	Selection of programme topic: Script Layout	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
8	Media Research Methodology: Writing support materials	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
9	Media Research Methodology: Designing Evaluation Tools and Techniques	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
10	Media Research Methodology: Evaluation and field testing of programme	Lecture	BAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
11	Media Research Methodology: Preview and Analysis of programme	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
12	Basics of Light & camera for production: Theory	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Light & camera for production: Rules & principles of quality lighting	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Light & camera for production: Creative use of backlighting	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Light & camera for production: Concepts for lights & lighting equipment	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Light & camera for production: Focuses on Cameras & Recorders	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem

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	controls			Exam
17	Basics of Light & camera for production: Shooting techniques	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Light & camera for production: Basic theory of Video recording	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of sound for production: Microphones, its type & usage	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
20	Basics of sound for production: Recording equipment & handling	Lecture	BAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
21	Basics of sound for production: Recording, Dubbing & Editing in Studio	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
22	Basics of sound for production: Working with Computer	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
23	Basics of sound for production: Selection & use of Effects & Music	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
24	Video Editing: What is editing	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
25	Video Editing: Rules of editing	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
26	Video Editing: Introduction to video editing software	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
27	Video Editing: Basic editing techniques	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
28	Video Editing: Transition effects	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem

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				Exam
29	Video Editing: Audio editing	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
30	Video Editing: Color correction	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
31	Video Editing: Exporting and rendering	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
32	Video Editing: Advanced editing techniques	Lecture	BAJMC 403.3	Mid Term-2, Quiz & End Sem Exam
33	Video Editing: Multi-camera editing	Lecture	BAJMC 403.4	Mid Term-2, Quiz & End Sem Exam
34	Video Editing: Special effects and compositing	Lecture	BAJMC 403.5	Mid Term-2, Quiz & End Sem Exam
35	Video Editing: Working with titles and graphics	Lecture	BAJMC 403.5	Mid Term-2, Quiz & End Sem Exam
36	Video Editing: Project management and workflow optimization	Lecture	BAJMC 403.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 403.1	Students will identify the concept of idea	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	generation and converting the concept into actual programme .															
BAJMC 403.2	Students will able to outline quality lighting setups for different genres of TV programmes .	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 403.3	Students will be able to demonstrate audience rating for the betterment of Production quality.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 403.4	Gain proficiency in utilizing advanced tools and techniques for producing high-quality multimedia content.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 403.5	Develop practical skills in camera operation, video editing, and post-production.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2018-2019						
Class: BAJMC IV Semester						
Subject Name: BAJMC-403 Electronic Media Production		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you effectively develop programme briefs, considering objectives, content, and duration?	3
CO1	Q.2a	What methodologies are employed in media research, and how are evaluation tools designed and tested?	3
	Q.2b	What are the fundamental principles of quality lighting and their application in electronic media production?	3
CO1	Q.3	How do you utilize backlighting creatively in production, both on location and in the studio?	6
CO2	Q.4	Describe the types and usage of microphones in sound production, along with recording equipment handling techniques.	3
CO2	Q.5a	What are the key aspects of video editing, including its fundamental rules and basic techniques?	3
	Q.5b	How do you navigate video editing software to perform tasks such as transition effects, audio editing, and color correction?	3
CO2	Q 6	Discuss advanced editing techniques and special effects used in electronic media production, along with project management strategies for optimizing workflow.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Electronic Media Production*** /Course code ***BAJMC-403*** is level 2 for the academic year 2018-2019.

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Course Handout
Course Name : Introduction to Development Communication
Course Code : BAJMC 404, Crédits : 3, Session : 2018-2019 (EVEN), Class BAJMC IV Semester
Faculty Name : Siddharth Sharma

Introduction: This course aims to a comprehensive exploration of the theories, strategies, and practices employed in fostering sustainable development at local, national, and global levels.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-404.1- Students will be able to recognize and explain the concept and importance of development
- BAJMC-402.2- Students will be able to distinguish between communication and development communication
- BAJMC-403.3- Students will be able to describe use of different media in development communication
- BAJMC-404.4- Understand key theories and principles of development communication.
- BAJMC-405.5- Acquire practical skills to design and implement effective communication strategies for social change.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Modules	**Weightage**
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in social sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

Teaching Pedagogy:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S.,Communication and Development Concept, New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur.,Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Concept of Development: Definitions, Process, Models, Theories	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
2	Concept of Development: Approaches, Issues, Characteristics	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
3	Concept of Development: Developed vs. Developing Nations	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
4	Development Communication: Introduction, Definitions, Roles	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
5	Development Communication: Goals, Support Communication	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
6	Development Communication: Communication for Development	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
7	Use of Mass Media: Introduction, Flow of Information	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam

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8	Use of Mass Media: McBride Commission, Social Change	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
9	Use of Mass Media: Media as a Development Tool	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
10	Use of Mass Media: Challenges in Media for Development	Lecture	BAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
11	Use of Mass Media: Role of Community Radio	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
12	Use of Mass Media: Local Media in Social Sensitization	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
13	Use of Mass Media: Community Radio Stations (CRS)	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
14	Use of Mass Media: Panchayati Raj and Development	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
15	Concept of Development: Meaning, Definitions	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
16	Concept of Development: Problems, Issues	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of Development: Developing Societies' Characteristics	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
18	Development Communication: Distinctions, Definitions	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
19	Development Communication: Objectives, Strategies	Lecture	BAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
20	Development	Lecture	BAJMC	Mid Term

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	Communication: Community Participation		404.2	1, Quiz & End Sem Exam
21	Use of Mass Media: Information Flow Mechanisms	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
22	Use of Mass Media: McBride Commission Recommendations	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
23	Use of Mass Media: Communicator's Role in Social Change	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
24	Use of Mass Media: Media Limitations in Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
25	Use of Mass Media: Community Radio's Impact	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
26	Use of Mass Media: Local Media's Role in Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
27	Use of Mass Media: CRS Contribution to Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
28	Use of Mass Media: Panchayati Raj's Influence on Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
29	Concept of Development: Evolution, Theoretical Frameworks	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
30	Concept of Development: Challenges, Solutions	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
31	Development Communication: Evolution, Historical Context	Lecture	BAJMC 404.3	Mid Term-2, Quiz & End Sem Exam
32	Development	Lecture	BAJMC 404.3	Mid Term-2, Quiz &

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	Communication: Contemporary Practices			End Sem Exam
33	Development Communication: Impact Assessment	Lecture	BAJMC 404.4	Mid Term-2, Quiz & End Sem Exam
34	Use of Mass Media: Evolution, Historical Context	Lecture	BAJMC 404.5	Mid Term-2, Quiz & End Sem Exam
35	Use of Mass Media: Contemporary Practices	Lecture	BAJMC 404.5	Mid Term-2, Quiz & End Sem Exam
36	Use of Mass Media: Impact Assessment	Lecture	BAJMC 404.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 404.1	• Students will be able to recognize and explain the concept and importance of development	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 404.2	• Students will be able to distinguish between communication and	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	development communication															
BAJMC 404.3	Students will be able to describe use of different media in development communication	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 404.4	Understand key theories and principles of development communication.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 404.5	Acquire practical skills to design and implement effective communication strategies for social change.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2018-2019						
Class: BAJMC.II Semester						
Subject Name: BAJMC-404 Introduction to Development Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key characteristics that distinguish developing societies from developed ones?	3
CO1	Q.2a	How does development communication differ from communication for development?	3
	Q.2b	What are the primary goals and roles of development communication?	3
CO1	Q.3	How can mass media be utilized as a tool for social sensitization and development?	6
CO2	Q.4	What challenges arise when using media for development purposes?	3
CO2	Q.5a	What role do community radio and local media play in social sensitization?	3
	Q.5b	How does the concept of Panchayati Raj contribute to development initiatives?	3
CO2	Q 6	What models and theories inform our understanding of the development process?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Development Communication*** /Course code ***BAJMC-404*** is level 3 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Basics of Cyber Media
Course Code : BAJMC 405, Crédits : 3, Session: 2018-2019 (EVEN), Class :BAJMC 4th Semestre
Faculty Name : Mehraj Haq

Introduction: This course aims to immerse students in the practical application of Cyber Media. It is important for a media student to understand the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-101.1-Students will gain a profound grasp of key concepts in cyber media, providing a solid foundation for analyzing and interpreting diverse understanding the emergence of the new'reader'
- BAJMC-101.2-The course will empower students to enhance their convergence of media and technology enabling them to critically engage with various forms of New Media.
- BAJMC-101.3-They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.
- BAJMC-101.4-This includes a detailed exploration of theories of changing role of media professionals.
- BAJMC-101.5-Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of of web journalism.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-	S/V/Q/HA	10%

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	Voce/Quiz/Home Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves Including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Introduction to New Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	
Module III: New Media Journalist	**35 %**
News is a conversation now – participative newsrooms; MOJOs Being a New Media Journalist – Learning to leverage technology for data management, self management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general.

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive andThrive
- Wardrip Noah -Fruin& Montfort Nick. The New MediaReader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A CriticalIntroduction
- Dewdney Andrew & Ride Peter. The New MediaHandbook

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
2	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
4	History of Internet Journalism – world & India	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
5	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
7	What is New Media - Multiplatform journalism to the mainstream, Journalism of open	Lecture	BAJMC 101.1	Mid Term-1, Quiz &

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	doors			End Sem Exam
8	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
9	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.1	Mid Term-1, Quiz & End Sem Exam
11	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
13	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
14	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Practical	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam

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15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Practical	BAJMC 101.2	Mid Term-1, Quiz &End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
17	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
18	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
19	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
20	world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds,	Lecture	BAJMC 101.2	Mid Term-1, Quiz & End Sem Exam
21	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam

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	sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy			
22	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
23	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
24	Web-based readers, Stand-alone readers; Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0; Tags and folksonomy	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
25	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
26	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
27	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
28	News is a conversation now – participative newsrooms; MOJOs	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
29	Being a New Media Journalist – Learning to	Lecture	BAJMC 101.3	Mid Term-2, Quiz &

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	leverage technology for data management,			End Sem Exam
30	Being a New Media Journalist – Learning to leverage technology for data management,	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
31	Being a New Media Journalist – Learning to leverage technology for data management,	Lecture	BAJMC 101.3	Mid Term-2, Quiz &End Sem Exam
32	Being a New Media Journalist – Learning to leverage technology for data management,	Lecture	BAJMC 101.3	Mid Term-2, Quiz & End Sem Exam
33	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.4	Mid Term-2, Quiz & End Sem Exam
34	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.5	Mid Term-2, Quiz & End Sem Exam
35	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.5	Mid Term-2, Quiz & End Sem Exam
36	self management, news management, crowd sourcing, managing conversations	Lecture	BAJMC 101.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 101.1	Students will gain a profound grasp of key concepts in cyber media,	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	providing a solid foundation for analyzing and interpreting diverse understandin g the emergence of the new‘reader’															
BAJMC 101.2	The course will empower students to enhance their convergence of media and technology enabling them to critically engage with various forms of New Media.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 101.3	They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 101.4	This includes a detailed exploration of theories of changing role of	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	media professionals															
BAJMC 101.5	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of of web journalism.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**1**	**3**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM–IV) 2018-2019						
Class: BAJMC IV Semester						
Subject Name: BAJMC-405 Basics of Cyber Media		Time: 90 Mins		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Analyz and interpret diverse understanding the emergence of the new'reader' CO2: critically engage with various forms of New Media.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the definition of Cyber Media?	3
	Q.2a	How would you create a basic Cyber Media strategy for a	3

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CO1		new online platform?	
	Q.2b	How might you utilize different Cyber Media platforms to reach specific target audiences?	3
CO1	Q.3	Compare and contrast the advantages and disadvantages of different Cyber Media platforms.	6
CO2	Q.4	What are the potential risks associated with consuming Cyber Media?	3
CO2	Q.5a	What measures can individuals take to protect their privacy and security when engaging with Cyber Media?	3
	Q.5b	How has Cyber Media influenced advertising and marketing strategies?	3
CO2	Q6	Evaluate the long-term sustainability of Cyber Media business models in the face of changing technological landscapes.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Cyber Media /Course code BAJMC 405 is level 2 for the academic year 2018-2019.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Fundamentals of Event Management
Course Code : **BAJMC 406** , Credits : 3, Session : 2018-2019 (EVEN), Class BAJMC 4th Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 406.**1- Gain a comprehensive understanding of the role and significance of Event Management in contemporary society, considering fast-changing trends and dynamics.
- **BAJMC 406.**2- Acquire practical knowledge and skills in planning, organizing, and executing various types of events, ranging from corporate conferences to cultural festivals.
- **BAJMC 406.**3- Develop proficiency in event marketing and promotion strategies, including utilizing digital platforms and social media for enhanced outreach and engagement.
- **BAJMC 406.**4- Explore the impact of Event Management as a tool for brand promotion and building, understanding its importance in enhancing brand visibility and consumer engagement.
- **BAJMC 406.5**Analyze case studies and real-world examples to understand best practices and challenges in Event Management across different industries and sectors.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to Events	**25 %**
Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	
MODULE II: Key elements of Events	**25 %**
Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	
MODULE III: Planning Events	**40%**
(a) Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	
MODULE IV: Event Evaluation	**10%**
Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
2	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
3	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam

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4	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
5	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
6	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
7	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
8	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
9	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
10	Defining Events and Event Management; Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	**BAJMC 406** .1	Mid Term-1, Quiz & End Sem Exam
11	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
12	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
13	Departments in an event Management company; Designing	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz &

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	of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera			End Sem Exam
14	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Practical	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
15	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Practical	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
16	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
17	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
18	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
19	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
20	Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	**BAJMC 406** .2	Mid Term-1, Quiz & End Sem Exam
21	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
22	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
23	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem

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	Management; Case Study			Exam
24	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
25	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
26	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Practical	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
27	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Practical	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
28	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Practical	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
29	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
30	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
31	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
32	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .3	Mid Term-2, Quiz & End Sem Exam
33	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .4	Mid Term-2, Quiz & End Sem Exam
34	Importance and process of	Lecture	**BAJMC**	Mid Term-

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	Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience		**406** .5	2, Quiz & End Sem Exam
35	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .5	Mid Term-2, Quiz & End Sem Exam
36	Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	**BAJMC 406** .5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 406 .1	Gain a comprehensive understanding of the role and significance of Event Management in contemporary society, considering fast-changing trends and dynamics...	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC 406 .2	Acquire practical knowledge and skills in planning, organizing, and executing various types of events, ranging from corporate conferences to cultural festivals.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 406 .3	Develop proficiency in event marketing and promotion strategies, including utilizing digital platforms and social media for enhanced outreach and engagement.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 406 .4	Explore the impact of Event Management as a tool for brand promotion and building, understanding its importance	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	in enhancing brand visibility and consumer engagement															
BAJMC 406 .5	Analyze case studies and real-world examples to understand best practices and challenges in Event Managemen t across different industries and sectors.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM IV) 2018-2019						
Class: BAJMC.IV Semester						
Subject Name: BAJMC 406 FUNDAMENTALS OF EVENT MANAGEMENT		Time: 1:5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzin g	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Event Management in contemporary society, considering fast-changing trends and dynamics. CO2: types of events, ranging from corporate conferences to cultural festivals.						

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CO Map	Question No.	Question	Marks
CO1	Q.1	Why is Event Management important in today's rapidly changing trends?	3
CO1	Q.2a	Can you explain how Event Management contributes to brand promotion?	3
	Q.2b	What skills are essential for planning and organizing successful events?	3
CO1	Q.3	How can digital platforms and social media be utilized for event marketing and promotion?	6
CO2	Q.4	Give an example of a creative event concept or theme that could resonate with a target audience.	3
CO2	Q.5a	What are some common challenges faced in Event Management, and how can they be addressed?	3
	Q.5b	How do teamwork and leadership play a role in successful event planning and execution?	3
CO2	Q 6	Describe the project management aspects involved in organizing an event, such as budgeting and resource allocation.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Event Management /Course code BA*JMC 406*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Film Appreciation
Course Code : **BAJMC 407**, Credits : 3, Session : 2018-2019 (EVEN), Class BAJMC 4th Semester
Faculty Name : Siddharth Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 407.**1- Understand the significance and value of film viewing as a form of cultural expression and communication.
- **BAJMC 407.**2- Summarize key events and developments in the early history of filmmaking, including major technological advancements and influential filmmakers.
- **BAJMC 407.**3- Demonstrate an understanding of the filmmaking process, including pre-production, production, and post-production stages.
- **BAJMC 407.**4- Discuss the principles of film psychology and how they influence audience perception and interpretation of cinematic narratives.
- **BAJMC 407.**5Describe general ideas and theories in art criticism and how they apply to the analysis and appreciation of film as an art form.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to New Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: New Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem

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				Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 407**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam

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	web, hypertext transfer protocol, e-mail, instant messaging,			
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos,	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam

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	pictures)			
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Practical	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**BAJMC 407**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 407**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 407.1	Understand the significance and value of film viewing as a form of cultural expression and communication...	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 407.2	Summarize key events and developments in the early history of filmmaking, including major technologic	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	al advancements and influential filmmakers.															
BAJMC 407.3	Demonstrate an understanding of the filmmaking process, including pre-production, production, and post-production stages.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 407.4	Discuss the principles of film psychology and how they influence audience perception and interpretation of cinematic narratives.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 407.5	Describe general ideas and theories in art criticism and how they apply to the analysis and appreciation of film as an art form.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM IV) 2018-2019						
Class: BAJMC.IV Semester						
Subject Name: BAJMC 407 FILM APPRECIATION		Time: 1:5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to

CO1: a form of cultural expression and communication.

CO2: technological advancements and influential filmmakers.

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is film viewing considered valuable in today's society?	3
CO1	Q.2a	What are some key milestones in the early history of filmmaking?	3
	Q.2b	Name three film styles or movements that have significantly impacted cinema over the past century.	3
CO1	Q.3	How does film psychology influence our perception of cinematic narratives?	6
CO2	Q.4	What are some general principles of art theory that apply to film criticism?	3
CO2	Q.5a	Provide an example of a film you believe demonstrates effective use of symbolism or metaphor.	3
	Q.5b	How do you analyze the aesthetic qualities of a film?	3
CO2	Q 6	Why is it important to engage in discussions and debates about film?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Film Appreciation /Course code BA*JMC 407*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Advanced Cyber Media
Course Code : **BAJMC 501**, Credits : 2, Session : 2018-2019 (ODD), Class BAJMC 5th Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 501**.1- Develop an understanding of the evolving nature of media consumption patterns in the networked world.
- **BAJMC 501**.2- Explore the emergence of the new 'reader' and their role in shaping media content and distribution.
- **BAJMC 501**.3- Analyze the convergence of media and technology and its impact on content creation, distribution, and audience engagement.
- **BAJMC 501**.4- Gain insight into the changing role of media professionals in the context of new media environments.
- **BAJMC 501**.5- Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to New Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: New Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	0	05	10	10	7

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam

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	protocol, e-mail, instant messaging,			
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and	Lecture	**BAJMC**	Mid Term-

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	extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy		**501**.3	2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz &

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 501.1	Develop an understanding of the evolving nature of media consumption patterns in the networked world..	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 501.2	Explore the emergence of the new 'reader' and their role in shaping media content and distribution.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 501.3	- Analyze the convergence of media and technology and its impact on content creation, distribution,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	and audience engagement ..															
BAJMC 501.4	Gain insight into the changing role of media professionals in the context of new media environments.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 501.5	Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2018-2019						
Class: BAJMC.V Semester						
Subject Name: BAJMC 501 ADVANCED CYBER MEDIA		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What is meant by the "emergence of the new 'reader'" in the context of new media?	3
CO1	Q.2a	How do you define the convergence of media and technology, and what impact does it have on media consumption?	3
	Q.2b	Can you explain the changing role of media professionals in the context of new media environments?	3
CO1	Q.3	What are some key concepts and practices of web journalism that you have learned in this course?	6
CO2	Q.4	How do you identify synergies, challenges, and opportunities in the emerging media landscape?	3
CO2	Q.5a	What are some recent trends and innovations in digital media platforms and social networking?	3
	Q.5b	How do you evaluate the credibility of information in online media sources?	3
CO2	Q 6	What practical skills have you acquired in digital content creation and social media management?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Advanced Cyber Media /Course code BA*JMC 501*** is level 3 for the academic year 2018-2019.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advanced Film Theory & Practice
Course Code : **BAJMC 502**, Credits : 3, Session : 2018-2019 (ODD), Class BAJMC 5th Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **JMC 502**.1- Gain an in-depth understanding of the intricate nuances of cinema, including its history, genres, and techniques.
- **JMC 502**.2- Develop a critical appreciation for the specific elements and finer aspects of film, such as cinematography, editing, sound design, and narrative structure.
- **JMC 502**.3- Explore the works of renowned filmmakers across different periods and cultures, analyzing their distinctive styles, themes, and contributions to cinema.
- **JMC 502**.4- Examine the impact of influential filmmakers and their outstanding works on the evolution of filmmaking practices and cinematic storytelling.
- **JMC 502**.5- Analyze and interpret films using advanced theoretical frameworks and critical perspectives, incorporating concepts from film theory, semiotics, and cultural studies

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I	**25 %**
Editing : Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software, Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	
Module II	**25 %**
Documentaries: Realism and the documentary film; Importance of Research in documentary film; Types of documentary films : Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	
Module III	**25%**
(a) **Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	
Module IV	25%
Film Studies: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
2	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
3	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam

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4	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
5	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
6	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
7	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
8	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
9	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
10	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
11	**Documentaries:** Realism and the documentary film;	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz &

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	Importance of Research in documentary film; Types of documentary films			End Sem Exam
12	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
13	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
14	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Practical	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
15	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Practical	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
16	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
17	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
18	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
19	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
20	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
21	Poetic, Investigative, Educational, Exploratory,	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz &

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	Experimental; Writing for a documentary film; Post production techniques of documentaries			End Sem Exam
22	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
23	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
24	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
25	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
26	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
27	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
28	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem

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	forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004			Exam
29	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
30	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
31	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
32	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
33	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.4	Mid Term-2, Quiz & End Sem Exam
34	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam

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35	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam
36	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 502.1	Gain an in-depth understanding of the intricate nuances of cinema, including its history, genres, and techniques.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 502.2	Develop a critical appreciation for the specific elements and finer aspects of film, such as	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	cinematography, editing, sound design, and narrative structure.															
BAJMC 502.3	- Explore the works of renowned filmmakers across different periods and cultures, analyzing their distinctive styles, themes, and contributions to cinema.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 502.4	Examine the impact of influential filmmakers and their outstanding works on the evolution of filmmaking practices and cinematic storytelling..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 502.5	Practice effective time management and organization skills to meet deadlines and deliver polished performa	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	nces on air.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2018-2019						
Class: BAJMC.V Semester						
Subject Name: BA**JMC 502** ADVANCED FILM THEORY & PRACTICE		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some of the finer nuances of cinema that you have learned in this course?	3
CO1	Q.2a	How has this course deepened your appreciation for the specific elements of film?	3
	Q.2b	Discuss the impact of one of these filmmakers and their outstanding works on the film industry.	3
CO1	Q.3	How have advanced theoretical frameworks enhanced your understanding of films?	6
CO2	Q.4	How have practical filmmaking exercises contributed to your learning experience in this course?	3
CO2	Q.5a	Can you give an example of how cinema intersects with other art forms or cultural phenomena?	3
	Q.5b	What research have you conducted on specific filmmakers or film movements during this course?	3
CO2	Q 6	What topics have sparked the most engaging discussions in class regarding film theory and practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Advanced Film Theory & Practice /Course code BA*JMC 502*** is level 2 for the academic year 2018-2019.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : **News Bulletin Management**
Course Code : **BAJMC 503**, Credits : 3, Session : 2018-2019 (ODD), Class BAJMC 5th Semester
Faculty Name : Siddharth Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC-503**.1- Develop a comprehensive understanding of the functioning of television news production.
- **BAJMC-503**.2- Demonstrate proficiency in preparing and presenting news reports or bulletins tailored to television broadcasting standards.
- **BAJMC-503**.3- Apply acquired skills in managing various aspects of news bulletin production, including content selection, scriptwriting, and on-air presentation**.**
- **BAJMC-503**.4- Identify and address challenges commonly faced by media professionals working in news bulletin management.
- **BAJMC-503**.5- Gain practical experience in coordinating news gathering, editing, and broadcasting processes within a newsroom environment.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I :	**20 %**
Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	
Module II	**50 %**
Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	
Module III	**30%**
(a) Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
2	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
3	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
4	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
5	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
6	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
7	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
8	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam

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9	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
10	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
11	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
12	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
13	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
14	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
15	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
16	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
17	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
18	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles,	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam

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	Anchoring: studio/outdoor			
19	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
20	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
21	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
22	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
23	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
24	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
25	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
26	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
27	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam

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	hour bulletin; Impact on viewers			
28	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
29	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
30	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
31	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
32	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
33	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.4	Mid Term-2, Quiz & End Sem Exam
34	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem Exam
35	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem Exam
36	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting,	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem

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	promo; Controlling the half hour bulletin; Impact on viewers			Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 503.1	**Develop a comprehensive understanding of the functioning of television news production**.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 503.2	**Demonstrate proficiency in preparing and presenting news reports or bulletins tailored to television broadcasting standards**	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 503.3	**- Apply acquired skills in managing various aspects of news bulletin production, including**	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	content selection, scriptwriting, and on-air presentation..															
BAJMC 503.4	**Identify and address challenges commonly faced by media professionals working in news bulletin management..**	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 503.5	**Gain practical experience in coordinating news gathering, editing, and broadcasting processes within a newsroom environment.**	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2018-2019		
Class: BAJMC.V Semester		
Subject Name: BA**JMC-503 NEWS BULLETIN MANAGEMENT**	Time: 1:30 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1		3
CO1	Q.2a	Can you create and present a news report or bulletin suitable for television broadcasting?	3
	Q.2b	How do you propose to address challenges encountered in news bulletin management?	3
CO1	Q.3	Describe your experience in coordinating news gathering and editing processes within a newsroom.	6
CO2	Q.4	How do you handle pressure and tight deadlines in television news production?	3
CO2	Q.5a	How does collaboration contribute to successful news bulletin production?	3
	Q.5b	How do you utilize feedback to improve your news bulletin management skills?	3
CO2	Q 6	Reflect on your growth as a media professional throughout the course.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **News Bulletin Management /Course code BA*JMC-503*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Anchoring Skills for Television
Course Code : **BAJMC 504**, Credits : 3, Session : 2018-2019 (ODD), Class BAJMC 5th Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC-504**.1- Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.
- **BAJMC-504**.2- Acquire the skills to handle live broadcasting situations with confidence and poise, including ad-libbing and responding to unexpected challenges.
- **BAJMC-504**.3- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.
- **BAJMC-504**.4- Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.
- **BAJMC-504**.5- Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I:	**50 %**
Qualities of an anchor; Voice Modulation; Dressing Styles and formats Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	
Module II: Writing	**40 %**
Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	
Module III: Case Studies	**10%**
(a) Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
2	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
3	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
4	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
5	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
6	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
8	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
9	Anchoring interviews: people from different fields; Reality	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz &

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	shows; Hosting a match; Using a teleprompter; Sight read			End Sem Exam
10	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
11	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
12	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
13	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
14	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
15	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
16	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
17	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
18	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam

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19	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
20	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
21	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
22	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
23	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
24	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
25	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam

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	of interviewing; Anchoring of documentary style; Art of using spoken Language			
26	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
27	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
28	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
29	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
30	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
31	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
32	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
33	Shireen Bhan; Arnab Goswami; Barkha Datt;	Lecture	**BAJMC**	Mid Term-

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	Vinod Dua		**504**.4	2, Quiz & End Sem Exam
34	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam
35	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam
36	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 504.1	Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 504.2	Acquire the skills to handle live broadcasting situations with confidence	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	and poise, including ad-libbing and responding to unexpected challenges															
BAJMC 504.3	- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 504.4	Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 504.5	Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2018-2019						
Class: BAJMC.V Semester						
Subject Name: BA**JMC-504** ANCHORING SKILLS FOR TELEVISION		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you define professionalism in television anchoring?	3
CO1	Q.2a	What are some common challenges faced by television anchors, and how do you propose to address them?	3
	Q.2b	How do you engage and maintain audience interest through vocal delivery and body language?	3
CO1	Q.3	Give an example of adapting an anchor script for different program genres.	6
CO2	Q.4	How do you manage time effectively to meet broadcasting deadlines?	3
CO2	Q.5a	What ethical considerations are important for television anchors?	3
	Q.5b	How do peer collaboration and feedback sessions contribute to improving anchoring skills?	3
CO2	Q 6	Reflect on your growth as a television anchor throughout the course.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Anchoring Skills for Television /Course code BA*JMC-504*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : **Specialized Writing & Editing**
Course Code : BAJMC 505, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 5th Sem
Faculty Name : Aditya Kumar Shukla

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-505.1- Students will gain a profound grasp of key concepts to Write various types of features for magazines
- BAJMC-505.2- The course will empower students to Produce stories for specialized genres such as travel, lifestyle, disaster reporting.
- BAJMC-505.3- They will develop editing and Page Layout planning skills.
- BAJMC-505.4- This includes a detailed exploration Demonstration of investigative reporting and writing skills
- BAJMC-505.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Writing for Magazines	**25 %**
Indepth news analysis; Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	
Module II: Specialized writing	**25 %**
Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	
Module III: Investigative Reporting	**20 %**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends; Relevant Case studies: Indian and International	
Module IV: Editing & Page Layout	
Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	**30 %**

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

E. 1. Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.

F. 2. Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.

G. 3. Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.

H. 4. Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.

I. 5. Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

J. 6. Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.

K. 7. Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.

L. 8. French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

Lecture Plan:

M. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
2	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
3	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
4	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
5	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
6	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam

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7	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
8	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
9	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
10	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
11	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
12	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
13	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
14	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
15	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting model;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
16	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
17	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
18	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
19	Definition and elements;	Lecture	BAJMC	Mid Term

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	Tools of investigative reporting;		505.2	1, Quiz & End Sem Exam
20	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
21	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
22	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
23	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
24	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
25	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
26	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
27	Headlines – techniques, styles, purposes, kinds of headlines; Scenario	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
28	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
29	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
30	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
31	Dummy pagemake- up Computer layout; Choosing	Lecture	BAJMC-505.3	Mid Term-2, Quiz &

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	the right visuals; Principles of photo editing; Page Layout Planning			End Sem Exam
32	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.4	Mid Term-2, Quiz & End Sem Exam
34	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam
35	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam
36	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam

N. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-505	Students will gain a profound grasp of key concepts to Write various types of features for magazines	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -505	The course will empower students to Produce stories for specialized genres such as travel, lifestyle, disaster reporting.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -505	They will develop editing and Page Layout planning skills.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -505	This includes a detailed exploration Demonstration of investigative reporting and writing skills	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -505	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication
I MID-SEMESTER (SEM –5) 2018-2019

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Class: BAJMC 5th Semester						
Subject Name: BAJMC-505 Specialized Writing and Editing		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Students will gain a profound grasp of key concepts to
Write various types of features for magazines
CO2: They will develop editing and Page Layout planning skills.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is specialized writing, and how does it differ from general writing?	3
CO1	Q.2a	What role does research play in specialized writing and editing?	3
	Q.2b	How do you tailor language and tone in specialized writing to suit different audiences?	3
CO1	Q.3	How does technology impact specialized writing and editing processes?	6
CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	How do specialized writers and editors adapt their processes for projects with tight deadlines or fast-paced industries like journalism or public relations?	3
	Q.5b	What ethical considerations are unique to specialized writing and editing, such as in fields like academic publishing or medical documentation?	3
CO2	Q 6	In what ways do specialized writers and editors contribute to maintaining brand voice and consistency in marketing materials?	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Writing and Editing***/Course code BA***JMC-505*** is level 2 for the academic year 2018-2019.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : **Digital Animation & Sound**
Course Code : BAJMC 506, Crédits : 2, Session : 2018-2019 (ODD), Class BAJMC 5th Sem
Faculty Name : Sanjay Sikarwar

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-506.1- Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.
- BAJMC-506.2- Demonstrate the ability to create visually compelling animated sequences using a variety of techniques, such as 2D or 3D animation.
- BAJMC-506.3- Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.
- BAJMC-506.4- Develop critical thinking skills by analyzing and critiquing animated works, identifying strengths and areas for improvement.
- BAJMC-506.5- Explore the relationship between sound and animation, learning how to synchronize audio with visual elements effectively.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weighta
Module I	**25%**
Introduction to computers, various generations of computers, computer hardware/software Introduction to graphics, designing the graphics. Graphics-its role in instructional and educational programmes, Communication principles.	
Module II	**50%**
Computer graphics concepts, Bitmap graphics, resolution, color, file formats, composition Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	
Module III	**25%**
An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects; 2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994

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- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
4	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
5	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
6	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
7	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
8	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
9	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
10	Graphics-its role in instructional and educational	Lecture	BAJMC-	Mid Term-

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	programmes, Communication principles.		506.1	1, Quiz & End Sem Exam
11	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
12	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
13	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
14	Graphics-its role in instructional and educational programmes, Communication principles.	Practical	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
15	Computer graphics concepts, Bitmap graphics, resolution,	Practical	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
16	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
17	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
18	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
19	color, file formats, composition	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
20	color, file formats, composition	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
21	color, file formats, composition	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
22	Animation: Meaning & importance, Animation	Lecture	BAJMC-506.3	Mid Term-2, Quiz &

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	techniques, Paper animation, Cell animation, computer animation and its application.			End Sem Exam
23	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
24	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
25	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
26	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
27	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
28	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
29	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
30	An introduction to the process of 2D and 3D	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem

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	computer animation, using various software, image processing and special effects;			Exam
31	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
32	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
33	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.4	Mid Term-2, Quiz & End Sem Exam
34	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam
35	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam
36	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Theory	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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BAJMC -506.1	Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC -506.2	Demonstrate the ability to create visually compelling animated sequences using a variety of techniques, such as 2D or 3D animation.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -506.3	Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -506.4	Develop critical thinking skills by analyzing and critiquing animated works,	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	identifying strengths and areas for improvement.															
BAJMC -506.5	Explore the relationship between sound and animation, learning how to synchronize audio with visual elements effectively.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2018-2019						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-506 Digital Animation & Sound		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.
CO2: Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the primary differences between traditional animation techniques and digital animation methods?	3

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CO1	Q.2a	How does the use of sound enhance the viewer's experience in digital animation?	3
	Q.2b	Can you explain the process of rigging in 3D animation, and why is it essential?	3
CO1	Q.3	What role does timing play in creating convincing character movements in digital animation?	6
CO2	Q.4	How do you approach character design in digital animation, considering factors like personality and movement style?	3
CO2	Q.5a	What are some common challenges faced when synchronizing sound effects and music with animated sequences, and how can they be overcome?	3
	Q.5b	How has the advancement of technology influenced the evolution of digital animation over the years?	3
CO2	Q 6	Can you discuss the importance of copyright and intellectual property rights in digital animation production?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Animation & Sound*** Course code ***BAJMC-506*** is level 2 for the academic year 2018-2019.

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Course Handout
Course Name : **Media Planning**
Course Code : BAJMC 507, Crédits : 3, Session : 2018-2019 (ODD), Class BAJMC 5th Sem
Faculty Name : Dr Dhruv Sabharwal

Introduction: The course aims at teaching process by which media selects positions by companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-507.1- Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy.
- BAJMC-507.2- Develop proficiency in utilizing media research tools and data analysis techniques to inform media planning decisions.
- BAJMC-507.3- Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.
- BAJMC-507.4- Explore the ethical considerations and legal regulations relevant to media planning, such as advertising standards and consumer privacy laws.
- BAJMC-507.5- Analyze case studies and real-world examples to understand best practices and industry trends in media planning across various sectors and markets.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents:	**Weightage**
Module I: Media Planning	**30%**
Introduction to Media Planning(MP); Defining Media Planning; Objectives of MP; Importance of MP in the current scenario; Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	
Module II: Media: An Overview	**30%**
Media types characteristic of major media forms; Internet –the big medium; ATL & BTL Media; Electronic media; Outdoor Advertising; Transit advertising	
Module III: Media Planning Process	**40%**
Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

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Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
4	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
5	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
6	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
7	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
8	Developing Media Strategy-the media mix; Factors influencing media strategy	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem

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	decisions.			Exam
9	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
10	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
11	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
12	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
13	Media types characteristic of major media forms; Internet – the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
14	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
15	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
16	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
17	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
18	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
19	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
20	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam

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21	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
22	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
23	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
24	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
25	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
26	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
27	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
28	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
29	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
30	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
31	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
32	Media budgeting (Traditional & Modem	Lecture	BAJMC-507.3	Mid Term-2, Quiz &

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	methods); Media Buying functions; New trends in Media Buying			End Sem Exam
33	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.4	Mid Term-2, Quiz & End Sem Exam
34	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam
35	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam
36	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-507.1	Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -507.2	Develop proficiency in utilizing media research tools and data analysis techniques to inform media planning decisions.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -507.3	Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -507.4	Explore the ethical considerations and legal regulations relevant to media planning, such as advertising standards and consumer privacy laws.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -507.5	Analyze case studies and real-world examples to understand best practices	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	and industry trends in media planning across various sectors and markets.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2018-2019						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-507 Media Planning		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy. CO2: Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does media planning contribute to achieving marketing objectives and enhancing brand visibility?	3
CO1	Q.2a	How do media planners determine the appropriate mix of traditional and digital media channels for a campaign?	3
	Q.2b	Can you explain the concept of reach and frequency in media planning and its significance for campaign success?	3

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CO1	Q.3	How do demographic and psychographic factors influence media selection decisions?	6
CO2	Q.4	How does media planning differ for local, national, and international campaigns?	3
CO2	Q.5a	How do media planners navigate budget constraints while maximizing the impact of advertising spend?	3
	Q.5b	In what ways do media planners adapt their strategies to account for changing consumer preferences and media consumption habits?	3
CO2	Q 6	Can you discuss the role of creativity and innovation in developing compelling media strategies?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Planning*** Course code BA***JMC-507*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : **Media Laws & Ethics**
Course Code : BAJMC 601, Crédits : 3 , Session : 2018-2019 (EVEN), Class BAJMC 6th Sem
Faculty Name : Satnam Singh

Introduction: The course aims at encompassing the legal regulations and moral standards governing journalistic practices and media content. With increasing scrutiny and evolving digital landscapes, navigating the complexities of free speech, privacy rights, and responsible reporting is paramount. Understanding these principles is essential for media professionals to uphold integrity, transparency, and accountability in their work.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-601.1- Understand the historical development and evolution of media laws and ethical standards.
- BAJMC-601.2- Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.
- BAJMC-601.3- Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.
- BAJMC-601.4- Examine case studies and real-world scenarios to apply legal and ethical principles to contemporary media issues.
- BAJMC-601.5- Discuss the role of media watchdogs, regulatory bodies, and professional organizations in upholding ethical standards and accountability.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End	A	5%

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	Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Media Ethics	**30%**
Ethics: Definition and Context; Ethics in Journalism; Code of conduct for Journalists; Press Council and its Role; Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties; Guest lectures on ethical issues in media by Industry experts.	
Module II: Media Laws	**35 %**
Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy Copyright; Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	
Module III : Media Regulation	**35 %**
Regulation: Meaning & Context; Why regulate the media?; Regulatory bodies for print, broadcast, Films; Print media regulation; Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, O xford University Press

Any other Study Material:

- **http://thehoot.org/web/home/section.php?sectionId=7&sectionLevel=1&sectionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true**
- **http://indiatogether.org/c/media**
- **http://www.poynter.org/**
- **http://meejalaw.com/**
- **https://indialawyers.wordpress.com/category/media-ethics/**
- **https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/**

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
2	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
3	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
4	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
5	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
6	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
7	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
9	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
10	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
11	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
12	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
13	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
15	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
16	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
17	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
18	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam

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19	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
20	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
21	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
22	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
23	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
24	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
25	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
26	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
27	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
28	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
29	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
30	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
31	Regulatory bodies for print,	Lecture	BAJMC-	Mid Term-

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	broadcast, Films; Print media regulation		601.3	2, Quiz & End Sem Exam
32	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
33	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.4	Mid Term-2, Quiz & End Sem Exam
34	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam
35	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam
36	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-601	Understand the historical development and evolution of media laws and ethical standards.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -601	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -601	Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -601	Examine case studies and real-world scenarios to apply legal and ethical principles to contemporary media issues.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -601	Discuss the role of media watchdogs, regulatory bodies, and professional organizations in upholding ethical standards	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	and accountability.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2018-2019						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-601 Media Laws & Ethics		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Understand the historical development and evolution of media laws and ethical standards.
CO2: Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does Media Laws & Ethics contribute to achieving marketing objectives and enhancing brand visibility?	3
CO1	Q.2a	What are the primary legal principles that govern media activities, and how do they vary across different jurisdictions?	3
	Q.2b	How do media laws address issues of privacy, especially in the context of reporting on public figures?	3
CO1	Q.3	What are the ethical considerations surrounding the use of anonymous sources in journalism, and how do media organizations navigate them?	6
CO2	Q.4	How do media laws protect freedom of speech and freedom of the press, and what are the limitations on these freedoms?	3

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CO2	Q.5a	How do defamation laws differ between the United States and other countries, and what impact do these differences have on journalistic practices?	3
	Q.5b	Can you explain the concept of copyright law as it applies to media content, and how do media organizations ensure compliance?	3
CO2	Q 6	What ethical considerations arise when reporting on marginalized or vulnerable communities, and how do media organizations address them?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Laws & Ethics*** Course code BA***JMC-601*** is level 2 for the academic year 2018-2019.

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Course Handout
Course Name : **Multimedia & Convergence**
Course Code : BAJMC 602 Crédits : 3 , Session : 2018-2019 (EVEN), Class BAJMC 6th Sem
Faculty Name : Mehraj Haq

Introduction: This course focuses on the design and evaluation of multimedia learning and teaching environments in higher education settings as well as corporate training contexts. Students are introduced to principles of multimedia design based on cognitive theories and constructivist approaches to learning. Near completion, students are exposed to further case studies and develop their own concept for a multimedia project. This course will focus on the design of educational multimedia for libraries and media centers, to facilitate an understanding of how to create and design user-centered, instructional multimedia, to provide hands-on experience in multimedia production, including digitization of images, sounds, animation and video, and hypertext authoring.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-602.1- Students will be able to describe and apply Multimedia software in various ways.
- BAJMC-602.2- They also will be able to interpret and operate on the various principles of multimedia design.
- BAJMC-602.3- Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..
- BAJMC-602.4- Explore the cultural, social, and economic implications of multimedia convergence on society..
- BAJMC-602.5- Collaborate effectively in interdisciplinary teams to create multimedia projects that integrate various media formats..

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I – Introduction to Multimedia	**30%**
Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc); Characteristics of multimedia, Constraints of multimedia; Application of multimedia in various industries, Challenges of multimedia.	
Module II – Video Production	**35%**
Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts; Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth. Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	
Module III – Adobe Flash	**35%**
Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation (Project - walking animation with bone tool); Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Underdahl, Brian - Macromedia Flash Mx: A Beginner's Guide
- T. M. Savage and K.E. Vogel - An Introduction to Digital Multimedia
- Karen S. Ivers and Ann E. Barron - Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition
- Adobe Creative Team - Adobe Flash Professional CS5 Classroom in a Book
- BPB Publication - Learn DreamWeaver in 21 days
- Tay Vaughan-Tata McGraw Hill - Multimedia-Making it works-Fourth Edition

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
4	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
5	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
6	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
7	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
9	Application of multimedia in	Lecture	BAJMC-	Mid Term-

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	various industries, Challenges of multimedia.		602.1	1, Quiz & End Sem Exam
10	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
11	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
12	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
13	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
14	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Practical	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
15	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Practical	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
16	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
17	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
18	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
19	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
20	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem

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	Editing Techniques – Adobe Sound Booth.			Exam
21	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
22	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
23	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
24	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
25	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
26	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
27	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
28	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam

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29	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
30	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
31	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
32	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
33	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.4	Mid Term-2, Quiz & End Sem Exam
34	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam
35	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam
36	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Theory	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam

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F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-602	Students will be able to describe and apply Multimedia software in various ways.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-602	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC-602	Demonstrate proficiency in creating multimedia content using a variety of tools and technologies ..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC-602	Explore the cultural, social, and economic implications of multimedia convergence on society..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**



BAJMC -602	Collaborate effectively in interdisciplinary teams to create multimedia projects that integrate various media formats..	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2018-2019						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-602 Multimedia & Convergence		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: • Students will be able to describe and apply Multimedia software in various ways.
CO2: Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..

CO Map	Question No.	Question	Marks
CO1	Q.1	What is multimedia convergence, and how has it transformed the media landscape in recent years?	3

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CO1	Q.2a	Can you discuss the impact of digital technologies on the convergence of multimedia content across various platforms?	3
	Q.2b	What role does user-generated content play in the convergence of multimedia, and how do media organizations curate and manage such content?	3
CO1	Q.3	How do multimedia platforms address issues of accessibility and inclusivity to ensure their content reaches a wide audience?	6
CO2	Q.4	What are some challenges and opportunities for multimedia convergence in the era of social media and participatory culture?	3
CO2	Q.5a	How do multimedia journalists and content creators navigate ethical considerations in the production and dissemination of converged media content?	3
	Q.5b	Can you discuss the role of data analytics and audience insights in shaping multimedia convergence strategies for media organizations?	3
CO2	Q 6	How does multimedia convergence impact traditional media industries such as print, radio, and television, and what strategies do they employ to stay relevant in a converged media landscape?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Multimedia & Convergence*** Course code BA***JMC-602*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : **Fiction Production**
Course Code : BAJMC 603 Crédits : 3 , Session : 2018-19 (EVEN), Class BAJMC 6th Sem
Faculty Name : Siddharth Sharma

Introduction: This course focuses on the design and evaluation of Fiction production which encompasses the creative process of crafting imaginative narratives across various mediums, including literature, film, television, and digital platforms. From conceptualization to publication, it involves storytelling techniques, character development, world-building, and narrative structure, aiming to captivate audiences with compelling and immersive fictional experiences

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-603 .1- Analyze various storytelling techniques and narrative structures employed in fiction production..
- BAJMC-603 .2- Apply principles of world-building to construct immersive fictional settings that enhance narrative depth..
- BAJMC-603 .3- Demonstrate proficiency in creating multimedia content using a variety of tools and technologies
- BAJMC-603 .4- Develop strategies for navigating the publishing and production process in the fiction industry.
- BAJMC-603 .5- Explore ethical considerations and responsibilities inherent in the creation and dissemination of fictional content.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Introduction	**35%**
Making of a 28 minute fiction show: What is fiction? types of shows, Idea generation, Target audience Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	
Module II: Pre-Production & Production	**35%**
Screenplay, Scripting, Songs/music/ lyricist, Shooting:location, cast, costume, technical set up, music.	
Module III: Post- Production	**30%**
Editing:voice over, video, sound, ambience, effects, graphics, Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Television Production By Gerald Millerson, Jim Owens
- Television Production Handbook
- By Herbert Zettl
- Studio Television Production and Directing: Studio-Based Television ...
- By Andrew Utterback

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
2	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
3	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
4	Idea generation, Target audience	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
5	Idea generation, Target audience	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
6	Idea generation, Target	Lecture	BAJMC-	Mid Term-

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	audience		603 .1	1, Quiz & End Sem Exam
7	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
8	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
9	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
10	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
11	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
12	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
13	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
14	Making of a 28 minute fiction show:	Practical	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
15	Screenplay, Scripting, Songs/music/ lyricist,	Practical	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
16	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
17	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
18	Screenplay, Scripting,	Lecture	BAJMC-	Mid Term-

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	Songs/music/ lyricist,		603 .2	1, Quiz & End Sem Exam
19	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
20	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
21	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
22	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
23	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
24	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
25	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
26	Shooting:location, cast, costume, technical set up, music.	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
27	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
28	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
29	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
30	Editing:voice over, video,	Practical	BAJMC-603 .3	Mid Term-2, Quiz &

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	sound, ambience, effects, graphics			End Sem Exam
31	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
32	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
33	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .4	Mid Term-2, Quiz & End Sem Exam
34	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam
35	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam
36	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-603.1	Analyze various storytelling techniques and narrative structures	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	employed in fiction production..															
BAJMC -603.2	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -603.3	Demonstrate proficiency in creating multimedia content using a variety of tools and technologies ..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -603.4	Develop strategies for navigating the publishing and production process in the fiction industry...	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -603.5	Explore ethical considerations and responsibilities inherent in the creation and dissemination of fictional content...	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2018-2019						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-603 Fiction Production		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Analyze various storytelling techniques and narrative structures employed in fiction production..
CO2: Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key steps involved in the fiction production process, from initial idea generation to final publication or release?	3
CO1	Q.2a	How do fiction producers collaborate with writers, directors, and other creative professionals to bring a story to life across different mediums?	3
	Q.2b	Can you discuss the role of audience research and market analysis in informing fiction production decisions?	3
CO1	Q.3	What are some common challenges faced by fiction producers, and how do they overcome them to deliver high-quality content?	6
CO2	Q.4	How do fiction producers balance creative vision with commercial considerations when developing and producing new projects?	3

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CO2	Q.5a	Can you explain the impact of technological advancements on fiction production, such as CGI effects or digital distribution platforms?	3
	Q.5b	What ethical considerations arise in fiction production, particularly regarding representation, authenticity, and cultural sensitivity?	3
CO2	Q 6	In what ways do trends in popular culture and current events influence the themes and content explored in fiction production across different mediums?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fiction Production*** Course code *BA**JMC-603*** is level 2 for the academic year 2018-2019.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : **Client Servicing & Copywriting**
Course Code : BAJMC 604, Crédits : 2, Session : 2018-2019 (EVEN), Class BAJMC 6th Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to immerse students in Advertising copywriting is a creative communication form based upon a sense of artistry. The course will detail how account planning and client servicing relate to advertising industry.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-604.1- The course designed to familiarize the students with the concept of copy writing as selling through writing
- BAJMC-604.2- The course will empower students to enhance their media literacy skills, the course will help students develop writing skills.
- BAJMC-604.3- They will develop the ability to discern and interpret media messages, course will train students to generate, develop and express ideas effectively
- BAJMC-604.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.
- BAJMC-604.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Client Servicing and Account Planning	**30 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Copywriting	**40%**

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Attributes of good copywriter; Principles of copy writing Writing for Print Media: Headlines, base lines, sub headlines, body copy, slogan, caption and structuring the copy. Writing for Radio: Characteristics of radio environment, Message strategy, Writing the radio script, Radio production process Writing for Television: Writing scripts, developing story boards, briefing the producer, pre-production, shooting and post production. Writing for Outdoor; Writing for Internet Use of non verbal communication: colors, shapes, gestures. Types of copy: Advertorial, Infomercial, Comparative copy, Copy for different languages	
Module III: Copywriting for Specialized areas	**30 %**
Corporate advertising; Financial advertising; Recruitment ads; Retail advertising; Local advertising; Classified ads; Fashion and lifestyle ads; Trade advertising; PR advertising; Public Service ads; Awareness ads; Rural advertising	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

- Lectures
- Copy writing exercises
- Presentations
- Visual aids
- Analysis of copy in different ads
- Assignments
- Question-discussion

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Assignments**	70
Weightage (%)	15	05	10	

D. Suggested Text/Reference Books:

E. Bly, Robert W, The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells, Holt Publishers.

F. Advertising Copywriting, Grid, NY

G. Jeweler Jerome, Creative Strategies in Advertising, Wadsworth

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H. Kelley & Jugenheimer, Advertising Media Planning: A Brand Management Approach, Prentice India, New Delhi.

I. Lecture Plan:

J. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Client Servicing and Account Planning: Concept, Definition, Elements;	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Scope and Benefits of Client Servicing	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
3	Service Marketing- Relevance, Importance	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
4	Audience and Media Fragmentation	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
5	Client Agency Relationship	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
6	Client Servicing Vs Account Planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
7	Evolution of account planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
8	Structure of account planning department ;	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
9	Scope, need and importance of account planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
10	Role of account planner	Lecture	BAJMC 604.1	Mid Term-1, Quiz &

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				End Sem Exam
11	New Media and Account Planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
12	Attributes of good copywriter;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
13	Principles of copy writing ;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
14	Writing for Print Media: Headlines, base lines, sub headlines;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for Radio: Characteristics of radio environment	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
16	Message strategy	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
17	Writing the radio script, Radio production process	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
19	developing story boards	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
20	briefing the producer, pre-production	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
21	shooting and post production.	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for Outdoor; Writing for Internet	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem

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				Exam
23	Use of non-verbal communication: colors, shapes, gestures.	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
24	Types of copy: Advertorial, Infomercial	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
25	Comparative copy, Copy for different languages	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
26	Corporate advertising; Financial advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
27	Recruitment ads; Retail advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
28	Local advertising;	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
29	Classified ads; Fashion and lifestyle ads	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
30	Trade advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
31	PR advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
32	Public Service ads; Awareness ads	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam

K. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-604.1	The course designed to familiarize the students with the concept of copy writing as selling through writing	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-604.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC-604.3	The course will train students to generate, develop and express ideas effectively	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC-604.4	To make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC-604.5	The course will also help develop knowledge of major media characteristics and buying advertising	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	space in them and															

Sample Question Paper

Amity School of Communication VI MID-SEMESTER (SEM –VI) 2018-2019						
Class: BAJMC.VI Semester						
Subject Name: BAJMC-604 Client Servicing & Copywriting		Time: 1.5 Hrs.		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of client servicing to advertising industry.
.CO2: Basic principles and rules of copy writing.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept of media buying and planning	3
CO1	Q.2a	What is advertising campaign?	3
	Q.2b	How will you choose the best media to promote your advertisement?	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development with regards to advertisement.	6
CO2	Q.4	Define a copy writing theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	What is media literacy? Why radio plays a crucial role in media literacy	3
	Q.5b	What is story boarding dynamics?	3

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CO2	Q 6	Analyze the impact of a radio and visual communication on shaping media content and influencing message interpretation.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Client Servicing & Copywriting***/Course code ***BAJMC-604*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : **Radio Programming**
Course Code : BAJMC 605, Crédits : 3, Session : 2018-2019 (EVEN), Class BAJMC 6th Semestre
Faculty Name : Manish Dubey

Introduction: The course objective is to make the students understand radio journalism in India. This will give an insight into changing trends in radio programming. It will help the students to learn the techniques used to conceptualize a program how to write script of different program genres finally make them aware of the production process used in Radio for programming.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-605.1- The course designed to will recognize the importance of professional responsibilities needed.
- BAJMC-605.2- The course will empower students to identify the technicalities as well as the terminologies used for Radio Programmes.
- BAJMC-605.3- They will will be able to learn how to express concepts with the help of words that create impact.
- BAJMC-605.4- This includes a detailed exploration to make the students well versed with the entire production process.
- BAJMC-605.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: GENERAL AWARENESS ABOUT RADIO PROGRAMMES	**30 %**
History of Radio Programmes; Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process	
Module II: SCRIPTING FOR RADIO PROGRAMMES	**30%**
Program Planning; Broadcasting Guidelines; Scripts for various Radio Program; Conceptualization and Ideation: Show Designing; Radio Program production: Interviews, Radio Talk, Discussions, Review Program different languages	
Module III: DIFFERENT PROGRAMME FORMATS	**40 %**
Production of Musical Programs; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programs	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

1. Class lectures
2. Class discussion
3. Visit to Radio Station
4. Practical classes in radio stations.
5. Students project in the form of assignments related to various radio programme format

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Suggested Text/Reference Books:

- News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah
- This is ALL India Radio, U.L Baruah, Publications Division
- Broadcasting in India, P.C. Chattergee, Sage New Delhi.
- Broadcast Journalism, Boyd Andrew, Focal PressLondon.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Radio Programmes	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
2	Radio Program Formats	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
3	Latest trends of Radio Program	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
4	Programme Planning	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
5	Broadcasting Guidelines	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
6	Scripts for various Radio Program	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
7	Conceptualization and Ideation	Lecture	BAJMC 605.1	Mid Term-1, Quiz &

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				End Sem Exam
8	Show Designing;	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
9	Radio Programme production	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
10	Interviews	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
11	Radio Talk	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
12	Discussions	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
13	Review Programmes	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
14	Production of Musical Programmes	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
15	Best use of Music database	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
16	Talk show	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
17	Discussion Programme	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
18	Drama/Skits	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
19	Radio documentaries and Feature	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem

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				Exam
20	Advertisements	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
21	shooting and post production.	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
22	Promos	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
23	Jingles	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
24	Telephonic Program	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
25	Radio editing	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
26	Corporate show	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
27	Radio promo	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
28	Local advertising;	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
29	Classified ads; Fashion and lifestyle ads on radio	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
30	FM Vs AM	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
31	Vividh Bharati	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam

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32	Radio news	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
33	Public Service ads; Awareness ads on radio	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
34	Radio structure	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
35	Radio terminologies	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
36	project	Practical	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	PO12	PSO1	PSO2	PSO3
BAJMC-605.1	The course designed to familiarize the students with the concept of radio writing as communication medium	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-605.2	The course will help students develop communication skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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BAJMC-605.3	The course will train students to generate, develop and express ideas effectively	3	2	2	2	2	2	3	3	3	2	3		3	3	3
BAJMC-605.4	To make the students well versed with the Principles and Practices to radio writing and of develop the scripting, visualization skills and intricacies of radiowriting.	3	3	2	3	2	2	3	2	1	2	3		3	2	1
BAJMC-605.5	The course will also help develop knowledge of major media characteristics and process of production	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication VI MID-SEMESTER (SEM –VI) 2018-2019						
Class: BAJMC.VI Semester						
Subject Name: BAJMC-605 Radio Programming		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
CO Map	Question No.	Question				Marks

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CO1	Q.1	What is the primary purpose of radio writing?	3
CO1	Q.2a	How does radio writing utilize sound effects to enhance storytelling?	3
	Q.2b	How important is pacing in radio writing, and how is it achieved?	3
CO1	Q.3	What are the key differences between radio writing and writing for other mediums like television or print?	6
CO2	Q.4	What are some common formats used in radio writing?	3
CO2	Q.5a	How do you create engaging characters in radio scripts?	3
	Q.5b	What techniques can be used to effectively convey emotion in radio writing?	3
CO2	Q 6	How does radio writing adapt to different genres, such as comedy, drama, or news broadcasting?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Programming***/Course code ***BAJMC-605*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course: BAJMC, (Corporate Communication & Brand Management)
Course Code : BAJMC 606, Credits : 03, Session : 2018-2019 (Even Sem.), Class : BAJMC. 6th Sem
Faculty Name : Aditya Kumar Shukla

A. Introduction: This course is meant to develop strategic communication skills for corporate environments, focusing on brand management. Enhance understanding of brand identity, crisis communication, and stakeholder engagement, fostering effective corporate communication strategies and image building.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 606.1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

BAJMC 606.2: To enable the students to integrate various functions with organizational goals and strategies.

BAJMC 606.3: To provide hands-on training on planning and production of brand and social campaigns.

BAJMC 606.4: To provide skills on various relevant software especially in media planning and production of campaigns.

BAJMC 606.4: Enable students to understand brand management strategies in the surrounding area.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	**25 %**
Descriptors/Topics **Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).**	
Module II: Corporate Communication Strategies and Tools & Applications	

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Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC	**25%**
Module III: Brand Management	
Descriptors/Topics **The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building:** **The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?,**	**25 %**
Module IV: Integrated Mass Communication and Planning	**25 %**
Descriptors/Topics **Meaning and Evaluation of IMC, Key elements &Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.** **IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation,** **IMC and Ethical, Social, and Legal Issues, IMC and Measuring Effectiveness**	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
- DAVID AAKER: Building Strong Brands (Free Press, 1995)

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- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
- HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd.

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	***Defining Corporate Communication. Why Corporate Communication Is Important?,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
2	***Defining And Segmenting Stakeholders In Corporate Communication,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
3	***Various Kinds Of Organizational Communications, Elements Of A Corporate Communication Plan,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
4	***Trade Media And Its Relevance In CC, Media (Press Kits,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
5	***Developing Media Linkages,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
6	***Press Releases-Announcements,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
7	***Trend Press Releases,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz &

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				End Sem Exam
8	***Feature Study Releases,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
9	***Major Announcements,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
10	***Corporate Communication Strategies And Tools & Applications:***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
11	***Crisis Communication, Corporate Image Management, Corporate Identity,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
12	***Events, Sponsorships, Trade Shows, Corporate Advertising,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
13	***CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
14	***Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics In CC***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
15	***Public Affairs/Government Relations***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
16	***/Advocacy/ Lobbying/,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
17	***Case Studies, Laws &***	Lectur	**BAJMC**	Mid Term-

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	Ethics In CC	e	**606.2**	1, Quiz & End Sem Exam
18	***Laws & Ethics In CC***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
19	***Brand Management: The Concept Of A Brand,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
20	***Characteristics Of Brands (Generic, Expected, Augmented, Potential),***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
21	***The Importance Of Brand Planning, Issues Influencing Brand Potential,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
22	***Understanding The Branding Process And Advertising Perspective,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
23	***Brand Positioning, Brand Benefits,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
24	***Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
25	***Understanding Brand Management, Digital Brand Building: The FLIRT Model,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
26	***What Is A Global Brand?***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
27	***How Can Indian Brands Become Global?***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam

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28	***Product Research— Important Tools And Analysis, Brand Anatomy,***	Lecture	**BAJMC 606.4**	Mid Term-1, Quiz & End Sem Exam
29	***Strategy And Structure, Brand-Positioning, Personality, Image,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
30	***Brand Extensions-Advantages & Pitfalls, Brand Architecture,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
31	***How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
32	***The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
33	***The Making Of Indian & Global Brands,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
34	***Leveraging Secondary Brand Associations***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam

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35	***To Build Brand Equity,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
36	***Various Case Studies***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 606.1	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and	3	3	1	3	1				2		2	1			

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	Brand Management															
BAJMC 606.2	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2		1	1			
BAJMC 606.3	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3		3	1			
BAJMC 606.4	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1		2	1			
BAJMC 606.4	Enable students to understand brand management strategies in the surrounding area.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM–6) **2018-19**						
Class: BAJMC-6th Semester						
Subject Name: Corporate Communication & Brand Management BAJMC 606		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To provide basic and emerging concepts and principles in relation to better decision-making in Corporate Communication and Brand Management
CO2: To enable the students to integrate various functions with organizational goals and strategies.

COMap	Question No.	Question	Marks
CO1	Q.1	What are different types of stakeholder in an organization?	3
CO1	Q.2a	What is corporate identity? Write down the difference between logo, identity and image?	3
	Q.2 b	State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity	3
CO2	Q.3	Explain the term perceptual mapping.	6
CO2	Q.4	Write down the tools that are used for market research	3
CO3	Q.5a	"New media technology has made advertisement messages more effective". Explain	3
	Q.5 b	What the different features of crisis.	3
CO3	Q6	Elaborate crisis management? Cite few types of crisis that can emerge in an organization.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communication & Brand Management** /Course code ***BAJMC 606*** is level **3** for the academic year 2018-2019.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course: Theories of Communication
Course Code : MJM 101, Crédits : 03, Session: 2018-19 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Sayantani Roy

A. Introduction: The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

B. Course Outcomes: At the end of the course, students will be able to:

- **MJM101.1**. Understand the communication process.
- **MJM101**.2: Understand different school of thoughts for communication
- **MJM101.3**. Learn about the different models of communication.
- **MJM101.4**. Learn about the different theories of communication
- **MJM101.5:** Learn about the importance of communication in today's context

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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	Weightage (%)
Module I Understanding Communication	**20%**
Descriptors/Topics Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process)	
Module II Different Thoughts of Communication	**20%**
Descriptors/Topics Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	
Module III Models of Communication	**20%**
Descriptors/Topics Linear Models (Laswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	**40%**
Descriptors/Topics Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

D. Syllabus

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II.

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Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980
- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding Communication	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, Basic Concepts, Definition, Nature, Process and Functions	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Communication	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
4	Different Schools of Communication	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
5	Semiotics, Process	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
6	Different Thoughts of Communication	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
7	Indian Perspectives - Sadharanikaran	Lecture	MJM 101.1	Mid Term-1, Quiz & End Sem Exam
8	Other Seminal Thoughts	Lecture	MJM 101.1	Mid Term-1, Quiz & End

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				Sem Exam
9	Early European Perspectives	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
10	Rhetoric	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
11	Aristotle	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
12	Sophists	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
13	Modern Perspectives	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
14	Technological Determinism	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
15	Media System	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
16	Factors and Theories	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
17	Authoritarian	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
18	Libertarian	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
19	Socialistic	Lecture	MJM 101.2	Mid Term-1, Quiz & End Sem Exam
20	Social Responsibility	Lecture	MJM 101.3	Mid Term-1, Quiz & End Sem Exam
21	Development Theory	Lecture	MJM 101.3	Mid Term-2, Quiz & End Sem Exam
22	Models of Communication	Lecture	MJM 101.3	Mid Term-2, Quiz & End Sem Exam
23	Linear Models- Laswell	Lecture	MJM 101.3	Mid Term-2, Quiz & End Sem Exam

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24	Linear Models- Shannon-Weaver	Lecture	MJM 101.3	Mid Term-2, Quiz & End Sem Exam
25	Linear Models- Barlow's Scar	Lecture	MJM 101.3	Mid Term-2, Quiz & End Sem Exam
26	Circular Model- Schramm-Osgood	Lecture	MJM 101.4	Mid Term-2, Quiz & End Sem Exam
27	Circular Model- Dance Helical Model	Lecture	MJM 101.4	Mid Term-2, Quiz & End Sem Exam
28	Triangular Model- Newcomb's Abx Model	Lecture	MJM 101.4	Mid Term-2, Quiz & End Sem Exam
29	Gerbner Model	Lecture	MJM 101.4	Quiz & End Sem Exam
30	Westley & Maclean's Model	Lecture	MJM 101.5	Quiz & End Sem Exam
31	Jacobson Model	Lecture	MJM 101.5	Quiz & End Sem Exam
32	Theories of Mass Communication: Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory	Lecture	MJM 101.5	Quiz & End Sem Exam
33	Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach	Lecture	MJM 101.5	Quiz & End Sem Exam
34	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	MJM 101.5	Quiz & End Sem Exam
35	, Dependency Theory, Critical Cultural Theory	Lecture	MJM 101.5	Quiz & End Sem Exam
36	Spiral of Silence	Lecture	MJM 101.5	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 101.1	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	-	-	**1**
MJM 101.2	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
MJM 101.3	Learn about the different models of communication..	2	1	1	2	-	-	-	-	-	1	-	-	**1**
MJM 101.4	Learn about the different theories of communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
MJM 101.5	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2018-19						
Class: MA(J&MC) I Semester						
Subject Name: MJM101 THEORIES OF COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6

Student will be able to
CO1: Understand the communication process
CO2: Learn about different Models and Theories of Communication

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain different types of communication.	3
CO1	Q.2a	Write about the origin and nature of communication.	3
	Q.2b	What are the basic functions of communication?	3
CO1	Q.3	Define sadharanikaran with suitable example.	6
CO2	Q.4	Discuss Laswell model of communication.	3
CO2	Q.5a	Explain Newcomb's ABX Model of Communication.	3
	Q.5b	Explain Two Step Flow Theory.	3
CO2	Q 6	Explain Spiral of Silence with suitable example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Communication** /Course code ***MJM 101*** is **level 1 for** the academic year 2018-19.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Print Journalism
Course Code : MJM 102. Crédits : 3, Session : 2018-19 (ODD), Class MAJMC 1st Semester
Faculty Name : Ashish Sharma

A. **Introduction:** In the Basics of Print Journalism course, the objective is to familiarise future media analysts and current affairs professionals with crucial skills in critical analysis, statistical methods, and data interpretation. The aim is to establish a robust understanding of intermediate to advanced analytical concepts, enabling students to adeptly navigate the intricacies of media analysis and stay well-informed about current affairs within their respective fields.

B. **Course Outcomes:** At the end of the course, students will be able to:

- MJM-102.1- Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports, and journalistic content
- MJM-102.2- Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.
- MJM-102.3- This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.
- MJM-102.4- The course will equip students with the capability to interpret complex data sets commonly encountered in journalism
- MJM-102.5- The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I: Media History	

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Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	**20 %**
Module II: Anatomy of News	**20 %**
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	**30 %**
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	**30 %**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises.

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co.
- Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*.
- Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th
- Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan
- Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
2	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
3	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
4	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
5	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
6	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
7	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
8	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
9	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam
10	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	MJM 102-1	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
11	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MJM 102-2	Mid Term-1, Quiz & End Sem Exam
12	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MJM 102-2	Mid Term-1, Quiz & End Sem Exam
13	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MJM 102-2	Mid Term-1, Quiz & End Sem Exam
14	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Practical	MJM 102-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
15	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Practical	MJM 102-2	Mid Term-1, Quiz & End Sem Exam
16	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MJM 102-2	Mid Term-1, Quiz & End Sem Exam
17	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	MJM 102-2	Mid Term-1, Quiz & End Sem Exam
18	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	MJM 102-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
19	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	MJM 102.3	Mid Term-1, Quiz & End Sem Exam
20	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	MJM 102.3	Mid Term-1, Quiz & End Sem Exam
21	Reporting for News Agency, Periodicals and Magazines	Lecture	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
22	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
23	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
24	Reporting for News Agency, Periodicals and Magazines	Lecture	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
25	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
26	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Practical	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
27	Reporting for News Agency, Periodicals and Magazines	Practical	MJM 102.3	Mid Term-2, Quiz & End Sem Exam
28	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MJM 102.4	Mid Term-2, Quiz & End Sem Exam
29	oof Reading, Typography, eadline, Photo Selection and	Practical	MJM 102.4	Mid Term-2, Quiz & End Sem

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	liting - Page Planning and Layout - portance of Editorial Policies.			Exam
30	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MJM 102.4	Mid Term-2, Quiz & End Sem Exam
31	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	MJM 102.4	Mid Term-2, Quiz & End Sem Exam
32	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MJM 102.4	Mid Term-2, Quiz & End Sem Exam
33	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	MJM 102.4	Mid Term-2, Quiz & End Sem Exam
34	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	MJM 102.5	Mid Term-2, Quiz & End Sem Exam
35	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	MJM 102.5	Mid Term-2, Quiz & End Sem Exam
36	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Theory	MJM 102.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 102.1	Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports,	3	3	1	3	1				2		**3**	**2**	**1**

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	and journalistic content													
MJM 102.2	Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.	3	2	2	2	2				2		**2**	**3**	**3**
MJM 102.3	This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.	3	2	2	2	2				3		**3**	**3**	**3**
MJM 102.4	The course will equip students with the capability to interpret complex data sets commonly encountered in journalism	**3**	3	2	3	2				1		**3**	**2**	**1**
MJM 102.5	The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2018-19						
Class: MJM.I Semester						
Subject Name: MJM-102 BASICS OF PRINT JOURNALISM		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of the inverted pyramid style in print journalism, and how does it impact the way news stories are structured?.	3
CO1	Q.2a	How can journalists effectively balance the principles of accuracy and speed in reporting breaking news, especially in the age of digital media?	3
	Q.2b	Discuss the role of fact-checking in print journalism. Why is it crucial, and what are some common challenges journalists face in ensuring accuracy in their reporting?	3
CO1	Q.3	Explain the concept of objectivity in journalism. How can journalists strive to maintain objectivity in their reporting, and what challenges may arise in achieving this goal?	6
CO2	Q.4	In what ways do headlines and captions contribute to the overall impact of a print news article? How can journalists craft compelling and informative headlines that accurately represent the content?	3
CO2	Q.5a	What are the key elements of a well-structured news article, and how do they contribute to effective storytelling in print journalism?	3
	Q.5b	Describe the ethical considerations that journalists must navigate when reporting on sensitive topics. Provide examples	3

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		of how these considerations might influence decision-making in newsrooms.	
CO2	Q 6	How does the inverted pyramid style of writing benefit print journalism, and what types of news stories are best suited for this format?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Print Journalism /Course code ***MJM-102*** is level **2** for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Media Designing
Course Code : MJM ~~113~~103, Credits: 3 Session : 2018-19 Class : MA J&MC I
Faculty Name : Sanjay Sikarwar

A. Introduction: "Media Designing" introduces students to the creative world of visual communication, covering essential design principles and tools. This course equips participants with the skills to craft compelling and visually impactful media content across various platforms.

B. Course Outcomes: At the end of the course, students will be able to:

MJM ~~113~~103.1 Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.

MJM ~~113~~103.2 Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.

MJM ~~113~~103.3 Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.

MJM ~~113~~103.4 Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.

MJM ~~113~~103.5 Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Basics of Design	**30%**
Descriptors/Topics Introduction of Design software, basic need, importance, impact, future. Design element, Design Principles. Application of design elements and	

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Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc). Different image file formats, after creating graphic files. Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	
Module II Typography	**25%**
Descriptors/Topics History of fonts, Sizes of fonts, (Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font	
Module III Designing Software	**45%**
Descriptors/Topics Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector And Raster Graphics, Use Of Text Wrap, Anchored Graphics And Rules, Various Palettes, Master Pages, Templates etc. Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference between Newspaper & Magazine layouts Creating layouts for Fashion feature or Business articles or News pages	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design

References

- YouTube Tutorials
- InDesign Website
- Adobe Website

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Design software	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
2	basic need, importance, impact	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
3	Design element,	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
4	Design Principles.	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
5	Application of design elements and Principles	Lecture	MJM ~~113~~103.2	Mid Term-1, Quiz & End Sem Exam
6	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	MJM ~~113~~103.2	Mid Term-1, Quiz & End Sem Exam
7	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
8	Different image file formats, after creating graphic files.	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
9	Color Modes, File Formats	Lecture	MJM ~~113~~103.2	Mid Term-1, Quiz & End Sem Exam
10	Image resolution etc	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	MJM ~~113~~103.3	Mid Term-1, Quiz & End Sem Exam
12	Choice and usage of images and colors in advertisements	Lecture	MJM ~~113~~103.2	Mid Term-1, Quiz & End Sem Exam
13	History of fonts	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
14	Sizes of fonts	Lecture	MJM	Mid Term-1,

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			~~113~~103.3	Quiz & End Sem Exam
15	digital typesetting	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
16	editing, creation of headlines using appropriate font	Lecture	MJM ~~113~~103.4	Mid Term-1, Quiz & End Sem Exam
17	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	MJM ~~113~~103.1	Mid Term-1, Quiz & End Sem Exam
18	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	MJM ~~113~~103.3	Mid Term-1, Quiz & End Sem Exam
19	Creation of Advertisements	Lecture	MJM ~~113~~103.4	Mid Term-1, Quiz & End Sem Exam
20	Importation and Movement of Copy and Images	Lecture	MJM ~~113~~103.2	Mid Term-1, Quiz & End Sem Exam
21	Vector And Raster Graphics,	Lecture	MJM ~~113~~103.1	Mid Term-2, Quiz & End Sem Exam
22	Use Of Text Wrap	Lecture	MJM ~~113~~103.3	Mid Term-2, Quiz & End Sem Exam
23	Anchored Graphics And Rules	Lecture	MJM ~~113~~103.4	Mid Term-2, Quiz & End Sem Exam
24	Various Palettes	Lecture	MJM ~~113~~103.3	Mid Term-2, Quiz & End Sem Exam
25	Master Pages	Lecture	MJM ~~113~~103.2	Mid Term-2, Quiz & End Sem Exam
26	Templates	Lecture	MJM ~~113~~103.4	Mid Term-2, Quiz & End Sem Exam
27	Corporate Identity: Usage of Types & Fonts	Lecture	MJM ~~113~~103.4	Mid Term-2, Quiz & End Sem Exam
28	Color schemes	Lecture	MJM ~~113~~103.5	Mid Term-2, Quiz & End Sem Exam
29	Punch line, Orientation	Lecture	MJM	Quiz & End Sem

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			~~113~~103.4	Exam
30	Corporate Stationary	Lecture	MJM ~~113~~103.5	Quiz & End Sem Exam
31	Logo	Lecture	MJM ~~113~~103.5	Quiz & End Sem Exam
32	Letterhead design	Lecture	MJM ~~113~~103.2	Quiz & End Sem Exam
33	Business Card	Lecture	MJM ~~113~~103.3	Quiz & End Sem Exam
34	Envelop	Lecture	MJM ~~113~~103.5	Quiz & End Sem Exam
35	Catalogues	Lecture	MJM ~~113~~103.3	Quiz & End Sem Exam
36	Difference between Newspaper & Magazine layouts	Lecture	MJM ~~113~~103.4	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MJM ~~113~~103.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
MJM ~~113~~103.2.	Help students to practice meaning and artistic qualities of graphic design, how to	3	2	2	2	2				2		1	1			

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	work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
MJM ~~113~~103.3 .	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
MJM ~~113~~103.4 .	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
MJM ~~113~~103.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2018-19						
Class: MA J&MC Media Designing Practices I Semester						
Subject Name: **Media Designing**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is design software essential in modern graphic design?	6
CO1	Q.2	How are design elements applied to create a cohesive look in publications like magazines and posters?	6
	Q.3	Briefly explain different image file formats used after creating graphic files.	6
CO1	Q.4	Classify fonts and describe their usage in digital typesetting and headline creation.	6
CO2	Q.5	How is text generated and prepared for use in digital typesetting?	6
CO2	Q.6	How does one approach creating layouts for fashion features or business articles in graphic design?	6
	Q.7	Explain the components of corporate identity, including types, fonts, color schemes, punch lines, and orientation.	10
CO2	Q.8	Highlight key differences in layouts between newspapers and magazines.	10
CO3	Q.9	Using appropriate font, discuss the process of creating effective headlines in design.	10

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CO3	Q.10	Provide a comprehensive overview of graphics design packages like Adobe Illustrator, InDesign, and Quark Xpress. Discuss their applications and features.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Designing*** /Course code ***MJM ~~113~~103*** is level **3** for the academic year 2018-19.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISING PRINCIPLES AND PRACTICES
Course Code: MJM 104, Credits: 03, Session: 2018-19 (Odd Sem.), Class: MA(J&MC). 1st Year
Faculty Name : Dhruv Sabarwal

A. Introduction: The course provides a comprehensive overview of advertising from a media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. Course Outcomes: At the end of the course, students will be able to:

MJM104.1. The course introduces the students to concepts of advertising.

MJM104.2. The course will provide them with the knowledge of Indian advertising scenario.

MJM104.3. The course is designed to make students understand the relationship between advertising and marketing.

MJM104.4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

MJM104.5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Module I: Understanding Advertising:

Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)

Module II: Agency Structure and its Roles and Responsibilities:

Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)

Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems.

Module III: Account Management:

Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)

Module IV: Social, Legal and Ethical Aspects of Advertising:

Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct.

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

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- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Advertising	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
2	Concept, Nature, Definitions, Evolution and History	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
3	Role, Objectives, Functions, And Significance	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
4	Types and Classification of Advertising	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
5	Factors Determining Advertising Opportunity of a Product/Service/Idea	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Appeals and Advertising Messages	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
7	Concept of Integrated Marketing Communication (IMC)	Lecture	MJM 104.1	Mid Term-1, Quiz & End Sem Exam
8	Agency Structure and its Roles and Responsibilities	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam

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9	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
10	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
11	Ad Agency: Functions	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
12	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
13	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
14	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam

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15	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
16	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	MJM 104.2	Mid Term-1, Quiz & End Sem Exam
17	Account Management	Lecture	MJM 104.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths	Lecture	MJM 104.3	Mid Term-1, Quiz & End Sem Exam
19	Client Related Issues and The Process	Lecture	MJM 104.3	Mid Term-1, Quiz & End Sem Exam
20	Stages in The Client-Agency Relationship	Lecture	MJM 104.3	Mid Term-1, Quiz & End Sem Exam
21	Factors Affecting Client-Agency Relationship	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam
22	The Pitching Mechanism-Simulation	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam

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23	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam
24	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam
25	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam
26	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam
27	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam
28	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget,	Lecture	MJM 104.3	Mid Term-2, Quiz & End Sem Exam

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	Various Methods of Budgeting)			
29	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Quiz & End Sem Exam
30	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	MJM 104.3	Quiz & End Sem Exam
31	Social, Legal and Ethical Aspects of Advertising	Lecture	MJM 104.4	Quiz & End Sem Exam
32	Ethical Issues in Advertising	Lecture	MJM 104.4	Quiz & End Sem Exam
33	Social Criticism of Advertising	Lecture	MJM 104.4	Quiz & End Sem Exam
34	Laws in Advertising ,The Study of Various Codes of Conduct	Lecture	MJM 104.4	Quiz & End Sem Exam
35	Statutory Bodies in India	Lecture	MJM 104.4	Quiz & End Sem Exam
36	Role of AAA And ASCI	Lecture	MJM 104.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MJM104.1	The course introduces the students to concepts of advertising.	3	2	3	3	2	2	2	2	3	3	3	3	2	1	3
MJM104.2	The course will provide them with the knowledge of Indian advertising scenario.	2	2	2	3	3	2	13	3	3	3	3	3	3	1	2
MJM104.3	The course is designed to make students understand the relationship between advertising and marketing.	3	2	3	3	3	2	3	3	3	3	3	3	3	2	1
MJM104.4	The course shall familiarize the students with the social and ethical issues concerning advertising in society.	1	3	2	3	2	2	3	3	3	3	2	3	1	2	3

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MJM104.5	The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.	1	3	2	3	2	2	3	3	3	3	2	3	3	2	1

Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

I MID-SEMESTER (SEM –I) 2018-19

Class: MA(J&MC) I Semester

Subject Name:	Time: 1.5 Hrs	Max. Marks: 30
MJM104 ADVERTISING PRINCIPLES AND PRACTICES		

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to

CO1. The course introduces the students to concepts of advertising.

CO2. The course will provide them with the knowledge of Indian advertising scenario.

CO3. The course is designed to make students understand the relationship between advertising and marketing.

CO4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

CO5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

CO Map	Question No.	Question	Marks

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CO1	Q.1	Define the evolution process of advertising.	3
CO2	Q.2a	What are the objectives of advertising?	3
	Q.2b	What do you understand by appeals in advertising?	3
CO1	Q.3	Define IMC.	6
CO5	Q.4	Define the role and functions of various departments of an ad agency.	3
CO3	Q.5a	Define client pitching process.	3
	Q.5b	Define the revenue generation system in an Ad agency.	3
CO4	Q 6	Discuss about structure of In-house agencies.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **ADVERTISING PRINCIPLES AND PRACTICES /MJM 104 is level 2** for the academic year 2018-19.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Aesthetics of Photography
Course Code : MJM 105. Crédits : 3, Session: 2018-19(ODD), Class MAJMC 1st Semester
Faculty Name : Sandesh Mahajan

Introduction: The Aesthetics of Photography explores the visual language and artistic principles behind compelling images. This subject delves into composition, lighting, and the emotional impact of photographs. Students will unravel the artistry within the frame, cultivating a deeper appreciation for the intersection of creativity and technical skill in the realm of photography.

A. **Course Outcomes:** At the end of the course, students will be able to:

- MJM-105.1- Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images.
- MJM-105.2- Through hands-on exploration, students will refine their skills in creating and editing photographic works.
- MJM-105.3- This process will elevate their visual literacy, fostering a deeper connection to the medium of photography.
- MJM-105.4- The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism.
- MJM-105.5- This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**

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Module I Introduction to Visuals	
Human Eye and Camera. Visual Perception. The Social Definition of Photography- - The Power ofVisual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, CreateColour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	**20 %**
Module II Visual Perception	
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera-Film & Digital Technology, Digital SLRVs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, FocalPlane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	**40 %**
Module III Principles of Visual Communication	
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, ComposingDifferent Subjects, Perspective –Texture – Pattern- Colour-Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	**40 %**

Pedagogy for Course Delivery:

The classes will be lecturing demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the varioustechniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	Assignment	Class test	Project	Attendance	

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Weightage (%)	10%	10%	5%	5%	70 %

D. Suggested Text/Reference Books:

- Langford Michael, **Basic Photography,** Plume; 5 edition (August 26, 2003)
- Peterson, Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)

E. Lecture Plan:

F. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
2	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
3	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
4	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
6	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes,	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam

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	Create Colour Output in Both Digital and Analogy Technologies, Contrast			
7	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
8	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
9	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	MJM 105.1	Mid Term-1, Quiz & End Sem Exam
10	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
11	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
12	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam

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	Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)			
14	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam

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	Depth Of Field, Shutter And Motion, Film Speed (ISO)			
17	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MJM 105.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MJM 105.3	Mid Term-1, Quiz & End Sem Exam

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20	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	MJM 105.3	Mid Term-1, Quiz & End Sem Exam
21	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	MJM 105.3	Mid Term-2, Quiz & End Sem Exam
22	Time of Day)	Lecture	MJM 105.3	Mid Term-2, Quiz & End Sem Exam
23	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of	Lecture	MJM 105.3	Mid Term-2, Quiz & End Sem Exam

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	Field, Angle of View, Exposure Compensation &			
24	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Lecture	MJM 105.3	Mid Term-2, Quiz & End Sem Exam
25	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	MJM 105.4	Mid Term-2, Quiz & End Sem Exam
26	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	MJM 105.4	Mid Term-2, Quiz & End Sem Exam
27	Lenses – Types & Uses, Focal Length, Focal Plane & Focus,	Practical	MJM 105.4	Mid Term-2, Quiz &

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	Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &			End Sem Exam
28	T Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Practical	MJM 105.4	Mid Term-2, Quiz & End Sem Exam
29	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	MJM 105.4	Mid Term-2, Quiz & End Sem Exam
30	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of	Practical	MJM 105.5	Mid Term-2, Quiz & End Sem

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	Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)			Exam
31	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	MJM 105.5	Mid Term-2, Quiz & End Sem Exam
32	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	MJM 105.5	Mid Term-2, Quiz & End Sem Exam
33	Landscape –Portrait- Still Documentary	Practical	MJM 105.5	Mid Term-2, Quiz & End Sem Exam
34	(EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	MJM 105.5	Mid Term-2, Quiz & End Sem Exam
35	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	MJM 105.5	Mid Term-2, Quiz & End Sem Exam

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36	Landscape –Portrait- Still Documentary	Theory	MJM 105.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 105.1	Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images	3	3	1	3	1				2		**3**	**2**	**1**
MJM 105.2	Through hands-on exploration, students will refine their skills in creating and editing photographic works. .	3	2	2	2	2				2		**2**	**3**	**3**
MJM 105.3	This process will elevate their visual	3	2	2	2	2				3		**3**	**3**	**3**

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	literacy, fostering a deeper connection to the medium of photography													
MJM 105.4	The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism	**3**	3	2	3	2				1		**3**	**2**	**1**
MJM 105.5	This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2018-19						
Class: MAJMC.I Semester						
Subject Name: MJM-105 Aesthetics of Photography		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the interplay of composition, lighting, and subject contribute to the aesthetic appeal of a photograph, and how can photographers leverage these elements for creative expression?	3
CO1	Q.2a	In the realm of photography, how does the balance between artistry and commercial considerations influence the creation of compelling images, and what challenges may arise in finding this equilibrium?	3
	Q.2b	Explore the significance of digital editing in shaping the aesthetic qualities of a photograph. How can post-processing enhance or alter the visual narrative, and what ethical considerations should photographers keep in mind during this process?	3
CO1	Q.3	Discuss the role of storytelling in both fictional and non-fictional photographic works. How can photographers effectively convey narratives through their images, and what visual techniques contribute to storytelling in photography?	6
CO2	Q.4	Examine the impact of artificial lighting on the mood and atmosphere of a photograph. How can photographers skillfully use lighting techniques to evoke specific	3

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		emotions and enhance the overall aesthetic quality of their work?	
CO2	Q.5a	In the context of photojournalism, how does the pursuit of visual aesthetics intersect with the responsibility to accurately document and represent real-world events? How can photographers navigate the ethical considerations inherent in this genre of photography?	3
	Q.5b	Examine the principles of photojournalism and its unique aesthetic requirements. How can photographers ethically capture and convey news stories while maintaining a visually compelling narrative?	3
CO2	Q 6	How does the incorporation of critique, particularly through peer review, contribute to the refinement of photographic skills and artistic vision? In what ways can constructive feedback shape the development of a photographer's style and technique?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Aesthetics of Photography /Course code ***MJM-105*** is level 2 for the academic year 2018-19.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : INTRODUCTION TO RADIO
Course Code : MJM 106, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Sayantani Roy

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

B. Course Outcomes: At the end of the course, students will be able to:
MJM106.1. The course introduces the students to concepts of Radio as a Medium.
MJM106.2. The course will provide them with the knowledge of Expansion of Radio.
MJM106.3. The course is designed to make students to understand the Broadcasting Policy.
MJM106.4 Understand the mechanics, principles, and life cycle of the Radio process.
MJM106.5. Understand the world of Radio

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Radio as a Medium	**25%**
• Strength & Weaknesses, Characteristics & Edge Over Other Media, • Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, • Mike, Recording.	
Module II Expansion of Radio:	**40%**
• History of Broadcasting: Radio Came to India, • Expansion of Radio, • Development with Five-Year Plans, Diversification of Broadcast, • Education Turned Entertainment, • Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, • Community Broadcast, Different Services.	
Module III Broadcasting Policy	**35%**
• Policies & Principles Radio's Role in Nation Building, • Public Broadcast & Commercialization, AIR Code, Commercial Code, • News Objective, Guidelines for Election Broadcast, • Privatization & Autonomy, • Prasar-Bharti, Convergence, • Relevance of Radio & Media Policy.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980

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- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Radio as a Medium	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
2	Strength & Weaknesses	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics & Edge Over OtherMedia	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Broadcast	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
5	AM & FM	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
6	Short Wave	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
7	Analogue & Digital	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
8	Studio, Mike & Recording	Lecture	MJM 106.1	Mid Term-1, Quiz & End Sem Exam
9	Expansion of Radio	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
10	History of Broadcasting	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam

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11	Radio Came to India	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
12	Expansion of Radio	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
13	Development with Five-Year Plans	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
14	Diversification of Broadcast	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
15	Education Turned Entertainment	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
16	Commercial Attempt	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
17	3-Tiers of Radio Broadcast	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
18	Local Reach	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
19	Community Broadcast	Lecture	MJM 106.2	Mid Term-1, Quiz & End Sem Exam
20	Different Services	Lecture	MJM 106.3	Mid Term-1, Quiz & End Sem Exam
21	Broadcasting Policy	Lecture	MJM 106.3	Mid Term-2, Quiz & End Sem Exam
22	Policies & Principles Radio's Role in Nation Building	Lecture	MJM 106.3	Mid Term-2, Quiz & End Sem Exam
23	Policies & Principles Radio's Role in Nation Building	Lecture	MJM 106.3	Mid Term-2, Quiz & End Sem Exam
24	Public Broadcast & Commercialization	Lecture	MJM 106.3	Mid Term-2, Quiz & End Sem Exam
25	Public Broadcast & Commercialization	Lecture	MJM 106.3	Mid Term-2, Quiz & End Sem Exam

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26	AIR Code	Lecture	MJM 106.4	Mid Term-2, Quiz & End Sem Exam
27	Commercial Code	Lecture	MJM 106.4	Mid Term-2, Quiz & End Sem Exam
28	News Objective	Lecture	MJM 106.4	Mid Term-2, Quiz & End Sem Exam
29	Guidelines for Election Broadcast	Lecture	MJM 106.4	Quiz & End Sem Exam
30	Privatization & Autonomy	Lecture	MJM 106.5	Quiz & End Sem Exam
31	Prasar-Bharti	Lecture	MJM 106.5	Quiz & End Sem Exam
32	Convergence	Lecture	MJM 106.5	Quiz & End Sem Exam
33	Relevance of Radio & Media Policy	Lecture	MJM 106.5	Quiz & End Sem Exam
34	Relevance of Radio & Media Policy	Lecture	MJM 106.5	Quiz & End Sem Exam
35	Relevance of Radio & Media Policy	Lecture	MJM 106.5	Quiz & End Sem Exam
36	Relevance of Radio & Media Policy	Lecture	MJM 106.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 106.1	*The course introduces the students to concepts of Radio as a Medium.*	3	3	1	3	1	2	2	1	2	2	-	-	-

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MJM 106.2	*The course will provide them with the knowledge of Expansion of Radio.*	3	2	2	2	2	1	2	3	2	3	-	-	-
MJM 106.3	The course is designed to make students to understand the Broadcasting Policy.	3	2	2	2	2	2	2	3	3	3	-	-	-
MJM 106.4	Understand the mechanics, principles, and life cycle of the Radio process.	1	2	2	1	3	3	1	2	2				
MJM 106.5	*Understand the world of Radio*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2018-19						
Class: MA(J&MC) I Semester						
Subject Name: MJM106 INTRODUCTION TO RADIO		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per BloomsTaxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1:The course introduces the students to concepts of Radio as a Medium. CO2:The course will provide them with the knowledge of Expansion of Radio.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of radio.	3
CO1	Q.2a	Define the characteristics of radio.	3
	Q.2b	What is difference between analogue and digital radio.	3

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CO1	Q.3	What are requirements for recording radio programmes.	6
CO2	Q.4	Briefly explain the history of Radio.	3
CO2	Q.5a	Define the diversification of broadcasting.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define 3-tiers of radio broadcasting.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Radio** /Course code ***MJM 106*** is level **2** for the academic year 2018-19.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : MASS MEDIA INDUSTRY
Course Code : MJM 107, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Aditya Kumar Shukla

A. Introduction: The objective of this course is to familiarize the students with the knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

B. Course Outcomes: At the end of the course, students will be able to:

MJM107.1. The course introduces the students to concepts of Media and Entertainment.

MJM107.2. The course will provide them with the knowledge of Contemporary Practices in media industry.

MJM107.3. The course is designed to make students to understand the Culture of Media.

MJM107.4 Understand the mechanics, principles, and life cycle of the Mass Media Industry.

MJM107.5. Understand the world of Mass Media Industry with respect to global & regional scenario.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes	A	5%

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	all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Media and Entertainment(M&E)	**25%**
• Four Pillars Of M&E, Key Development: Demonetisation, • GST, National IPR Policy e.tc and Its Impact, • Evolution of Digital Consumer	
Module II Contemporary Practices:	**40%**
• Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT), • The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, • Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), • Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, • VFX In Domestic Production, • Augmented Reality Vs Virtual Reality, • Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III Media and Culture:	**35%**
• Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, • Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, • Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc).	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita

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- Mass Communication in India; Aggarwal, Veerbala

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	**Media and Entertainment(M&E)**	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
2	Four Pillars Of M&E	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
3	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
4	*Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer*	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
5	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
6	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
7	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
8	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	MJM 107.1	Mid Term-1, Quiz & End Sem Exam
9	Contemporary Practices	Lecture	MJM 107.2	Mid Term-1, Quiz & End

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				Sem Exam
10	Digitisation: Digital Advertising Ecosystem	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
11	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
12	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
13	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
14	The New Genre- Free To Air Channels	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
15	Indian Film Industry Performances,	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
16	Rise Of Biopics	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
17	Launch Of New Radio Stations And New Genres, Listenership Trend	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
18	FMstation Of The Country(Phase III)	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
19	Animation (In Film, Advertisement)	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
20	Language Newspaper,: Penetration And Hyper Localisation	Lecture	MJM 107.2	Mid Term-1, Quiz & End Sem Exam
21	Newspaper Distribution Chain In India,	Lecture	MJM 107.2	Mid Term-2, Quiz & End Sem Exam
22	VFX In Domestic Production, Augmented Reality Vs Virtual Reality	Lecture	MJM 107.2	Mid Term-2, Quiz & End Sem Exam
23	Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact	Lecture	MJM 107.2	Mid Term-2, Quiz & End Sem Exam
24	UFO	Lecture	MJM 107.2	Mid Term-2, Quiz & End Sem Exam

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25	Media and Culture	Lecture	MJM 107.3	Mid Term-2, Quiz & End Sem Exam
26	Merger and Acquisition: Case Studies	Lecture	MJM 107.4	Mid Term-2, Quiz & End Sem Exam
27	Hegemony and Cultural Imperialism	Lecture	MJM 107.4	Mid Term-2, Quiz & End Sem Exam
28	Cultural Dependency (Dependency Paradigm)	Lecture	MJM 107.4	Mid Term-2, Quiz & End Sem Exam
29	Media Business AmidstConvergence	Lecture	MJM 107.4	Quiz & End Sem Exam
30	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.4	Quiz & End Sem Exam
31	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.5	Quiz & End Sem Exam
32	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.5	Quiz & End Sem Exam
33	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.5	Quiz & End Sem Exam
34	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.5	Quiz & End Sem Exam
35	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.5	Quiz & End Sem Exam
36	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	MJM 107.2	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 107.1	The course introduces the students to concepts of Media and Entertainment.	3	3	1	3	1	2	2	1	2	2	-	-	-
MJM 107.2	The course will provide them with the knowledge of Contemporary Practices in media industry..	3	2	2	2	2	1	2	3	2	3	-	-	-
MJM 107.3	The course is designed to make students to understand the Culture of Media.	3	2	2	2	2	2	2	3	3	3	-	-	-
MJM 107.4	Understand the mechanics, principles, and life cycle of the Mass Media Industry.	1	2	2	1	3	3	1	2	2				
MJM 107.5	*Understand the world of Mass Media Industry with respect to global & regional scenario.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2018-19		
Class: MA (J&MC) I Semester		
Subject Name: MJM107 MASS MEDIA INDUSTRY	Time: 1.5 Hrs	Max.Marks:30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,4,2.a	Q.3,2.b	Q.4,5.b	Q.6	Q.1

Student will be able to
CO1:The course introduces the students to concepts of Media and Entertainment.
CO2:The course will provide them with the knowledge of Contemporary Practices in media industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are four pillars of M&E.	3
CO1	Q.2a	Define GST	3
	Q.2b	Elaborate IPR.	3
CO1	Q.3	Define the Evolution of Digital Platforms.	6
CO2	Q.4	Define digital advertising ecosystem.	3
CO2	Q.5a	Define VFX.	3
	Q.5b	Explain the difference between AR and VR.	3
CO2	Q6	Define UFO services.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Mass Media Industry** /Course code ***MJM 107*** is level 2 for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Political Communication
Course Code : MJM ~~118~~108, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr. Ashish Sharma

A. Introduction: A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

B. Course Outcomes: At the end of the course, students will be able to:

MJM118MJM108.1. The course introduces the students to concepts of Political Communication as an emerging Discipline.

MJM118MJM108.2. The course will provide them with the knowledge of international dimensions of Political Communication.

MJM118MJM108.3. The course is designed to make students to understand politics and its relation to nation-building.

MJM118MJM108.4. The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: Political Communication as an emerging Discipline

Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication

Module II: International dimensions of Political Communication

Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values

Module III: Introduction to identity politics and its relation to nation-building

Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns.

Module IV: UNESCO's efforts in removal of Imbalance in News flow

Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

C. Suggested Text/Reference Books:

- Thussu, Daya Kishan (2009), International Communication: A Reader
- Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
- Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
- Seator, Jean. (1998). Politics and the Media, Blackwell.
- Gunther, Richard. (2000). Democracy and the Media, Cambridge

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D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Political Communication as an emerging Discipline	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
2	Scope and Characteristics, Relationship of Politics with Communication.	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
3	Theoretical Approaches,	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
4	The Role of Media in Politics, Mediation	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
5	Political Socialization	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
6	Political Participation	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
7	Political Processes	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
8	Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media.	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
9	Channels of Political Communication	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
10	International dimensions of Political Communication	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
11	Globalisation of Media	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam

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12	Transnational News	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
13	Ideological Promotion and Conflict	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
14	International Relations and Propaganda	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
15	Emergence of Third World Political Communication.	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
16	Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
17	International News Agencies and Syndicates	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
18	Their Organizational Structure and Functions	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
19	A Critique of Western News Values	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
20	Introduction to identity politics and its relation to nation-building	Lecture	MJM ~~118~~108	Mid Term-1, Quiz & End Sem Exam
21	Local Assertions and Its Links to Global Assertions	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
22	Gender Issues - Country or Region- Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
23	Racial Profiling	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
24	Discrimination	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End

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				Sem Exam
25	Xenophobia and Cross Border Migration	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
26	HDI, Development and Environmental Concerns - Conflict of Interests	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
27	Between Economic and Environmental Concerns	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
28	UNESCO's efforts in removal of Imbalance in News flow	Lecture	MJM ~~118~~108	Mid Term-2, Quiz & End Sem Exam
29	Debate on New World Information and Communication Order and New International Economic Order	Lecture	MJM ~~118~~108	Quiz & End Sem Exam
30	MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure.	Lecture	MJM ~~118~~108	Quiz & End Sem Exam
31	Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards	Lecture	MJM ~~118~~108	Quiz & End Sem Exam
32	Information – Prompted Cultural Imperialism	Lecture	MJM ~~118~~108	Quiz & End Sem Exam
33	Criticisms; Violence Against Media Persons	Lecture	MJM ~~118~~108	Quiz & End Sem Exam
34	Effects of Globalization on Media Systems and Their Functions	Lecture	MJM ~~118~~108	Quiz & End Sem Exam

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35	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	MJM ~~118~~108	Quiz & End Sem Exam
36	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	MJM ~~118~~108	Quiz & End Sem Exam

E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES											
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	PSO3
MJM 118.1 MJM 108.1	The course introduces the students to concepts of Political Communication as an emerging Discipline.	3	2	3	3	2	2	2	3	3	-	-	-
MJM 118.2 MJM 108.2	The course will provide them with the knowledge of international dimensions of Political Communication.	2	2	2	3	3	1 3	3	3	3	-	-	-
MJM 118.3 MJM 108.3	The course is designed to make students to understand politics and its relation to nation-building.	3	2	3	3	3	3	3	3	3	-	-	-
MJM 118.4 MJM 108.4	The course is designed to make students to understand UNESCO's efforts in removal of												

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	Imbalance in News flow.												

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2018-19						
Class: MA(J&MC) I Semester						
Subject Name: MJM118MJM108 POLITICAL COMMUNICATION		**Time:1.5 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,2	Q.3,4,2. a	Q.3,2. b	Q.4,5. b	Q.6	Q.1

Student will be able to

CO1: The course introduces the students to concepts of Political Communication as an emerging Discipline.

CO2: The course will provide them with the knowledge of international dimensions of Political Communication.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the role of politics.	3
CO1	Q.2a	What is public opinion?	3
	Q.2b	Define persuasion.	3
CO1	Q.3	What are rights and responsibilities of the media.	6
CO2	Q.4	Define globalization of media.	3
CO2	Q.5a	Define UNO's universal declaration of human rights.	3
	Q.5b	Define the role of international news agencies.	3

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CO2	Q 6	What is emergence of third world political communication.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Political Communication** Course code **MJM** ~~118~~108 is level **3** for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Communication Research
Course Code : MJM 201, Credits : 3 Session : 2018-19 Class : MA J&MC II Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: "Communication Research is a dynamic course designed to equip students with the essential skills and methodologies for exploring, analyzing, and understanding various aspects of communication. Through a comprehensive study of research techniques, this course empowers students to critically examine the impact, dynamics, and trends in communication processes across diverse media and contexts."

B. Course Outcomes: At the end of the course, students will be able to:

- MJM 201.1. Develop advanced skills in designing and conducting communication research across diverse media platforms.
- MJM 201.2 Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.
- MJM 201.3 Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.
- MJM 201.4 Acquire proficiency in presenting research findings through clear and impactful communication strategies.
- MJM 201.5 Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Communication Research	**20%**
Descriptors/Topics Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	
Module II – Communication Research Process	

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Descriptors/Topics Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Policy implications and conclusion. Sampling: Meaning, strategies, methods and types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	**30%**
Module III – Statistical application	**30%**
Descriptors/Topics Statistics Applied In Research: Frequencies And Percentages; Measures Of Central Tendency: Mean, Median And Mode; Measures Of Dispersion: Range, Standard Deviation And Mean Deviation; Simple Correlation	
Module IV – Report Writing and Ethical Issues in Communication Research	**20%**
Descriptors/Topics Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research, Ethical Issues in Research: Plagiarism, Database and Research matrix	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

References

- Research Papers
- Research Journals
- YouTube Tutorials

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G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Definition, Research Methods and Approaches in Social Sciences.	Lecture	MJM 201.1	Mid Term-1, Quiz & End Sem Exam
2	Definition, Research Methods and Approaches in Social Sciences.	Lecture	MJM 201.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Media Research and Scientific Methods	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam
4	Importance of Communication Research – Indian Scenario.	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam
5	Importance of Communication Research – Indian Scenario.	Lecture	MJM 201.1	Mid Term-1, Quiz & End Sem Exam
6	Formulation of Research Problem	Lecture	MJM 201.1	Mid Term-1, Quiz & End Sem Exam
7	Review of Literature, Hypothesis, Research Design.	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam
8	Review of Literature, Hypothesis, Research Design.	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam

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9	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam
10	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	MJM 201.3	Mid Term-1, Quiz & End Sem Exam
11	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	MJM 201.3	Mid Term-1, Quiz & End Sem Exam
12	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam
13	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	MJM 201.3	Mid Term-1, Quiz & End Sem Exam
14	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	MJM 201.2	Mid Term-1, Quiz & End Sem Exam
15	Sampling: Meaning, strategies, methods and types	Lecture	MJM 201.3	Mid Term-1, Quiz & End Sem Exam
16	Sampling: Meaning, strategies, methods and types	Lecture	MJM 201.3	Mid Term-1, Quiz & End Sem Exam

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17	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	MJM 201.4	Mid Term-1, Quiz & End Sem Exam
18	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	MJM 201.4	Mid Term-1, Quiz & End Sem Exam
19	Statistics Applied In Research: Frequencies And Percentages	Lect ure	MJM 201.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics Applied In Research: Frequencies And Percentages	Lect ure	MJM 201.3	Mid Term-1, Quiz & End Sem Exam
21	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	MJM 201.4	Mid Term-2, Quiz & End Sem Exam
22	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	MJM 201.4	Mid Term-2, Quiz & End Sem Exam
23	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	MJM 201.3	Mid Term-2, Quiz & End Sem Exam
24	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	MJM 201.3	Mid Term-2, Quiz & End Sem Exam
25	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	MJM 201.4	Mid Term-2, Quiz & End Sem Exam
26	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
27	Research Reports: Research Articles/Paper	Lect ure	MJM 201.5	Mid Term-2, Quiz & End Sem Exam

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28	Research Reports: Research Articles/Paper	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
29	Project Report, Dissertation and Thesis	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
30	Project Report, Dissertation and Thesis	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
31	Significance of Abstract	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
32	Proposal, Synopsis, Reference	Lecture	MJM 201.4	Mid Term-2, Quiz & End Sem Exam
33	Proposal, Synopsis, Reference	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
34	Bibliography in Research	Lecture	MJM 201.4	Mid Term-2, Quiz & End Sem Exam
35	Ethical Issues in Research: Plagiarism,	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam
36	Database and Research matrix	Lecture	MJM 201.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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MJM 201.1.	Develop advanced skills in designing and conducting communication research across diverse media platforms.	3	3	1	3	1				2		2	1			
MJM 201.2.	Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.	3	2	2	2	2				2		1	1			
MJM 201.3.	Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.	3	2	2	2	2				3		3	1			
MJM 201.4.	Acquire proficiency in presenting research findings through clear and impactful communication strategies.	3	3	2	3	2				1		2	1			
MJM 201.5	Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2018-19						
Class: MA J&MC **Communication Research** II Semester						
Subject Name: **Communication Research**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define various research methods and approaches used in social sciences	6
CO1	Q.2	What are the various tools of data collection ?	6
	Q.3	What are measures of central tendency? Explain mean ,median and mode	6
CO1	Q.4	What are the cultural, social and political impact of Globalisation?	6
CO2	Q.5	Explain in detail the shift in Indian Sports scenario,	6
CO2	Q.6	Define communication research and discuss its importance in the Indian scenario.	6
	Q.7	Explain the process of formulating a research problem, including the review of literature, hypothesis development, and research design.	10
CO2	Q.8	Discuss the application of statistics in communication research, emphasizing frequencies and percentages.	10
CO3	Q.9	Explore ethical considerations in communication research, covering topics such as plagiarism, database usage, and research matrices.	10

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CO3	Q.10	Explain key terms related to sampling, including sample plan, sample design, sample unit, sample frame, and sample size. Discuss tools of data collection.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Research*** /Course code ***MJM 201*** is level **3** for the academic year 2018-192.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Television Journalism
Course Code : MJM 202, Crédits : 03, Session : 2028-19 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Nihaz Anwar

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the TV industry of India, as well as recognize the impact of Television Industry on nation.

B. Course Outcomes: At the end of the course, students will be able to:

MJM 202.1. The course introduces the students to introduce the basics of Tv Production and its practice to the students

MJM 202.2. The course is designed in a manner to reinforce the basic concepts of TV Industry.

MJM 202.3.Course will make students understand the workings of the media.

MJM 202.4 Understand the mechanics, principles, of TV production.

MJM 202.5. Understand the world of Television Production.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Television as a Medium	**25%**
• Understanding the medium: invention and development; strengths and weaknesses of the medium;	

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• Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, • understanding sound, light and colour TV editing software: uses and limitations	
Module II TV News	**25%**
• Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; • news priorities for TV, comparison with other news media, breaking news: definition and practice • Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; • Backroom researchers, reference library or archives people, graphic artists	
Module III TV Reporting	**25%**
• TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; • Piece-to-camera, phonos, interview skills, instructing cameraman, • significance of sound-bytes, gettinggood sound-bytes	
Module IV TV Editing	25
• Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; • updating information, News presentation: structure of a news bulletin: headlines, • individual stories: telling a story through visuals, use of graphics, file shots, photos etc., • compilation of a bulletin, live feed, anchor's responsibilities; • Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	2**25%**

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.

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- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam
3	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
4	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, *understanding sound, light and colour TV editing software: uses and limitations*	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam
5	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam
6	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
7	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam
8	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	MJM 202.1	Mid Term-1, Quiz & End Sem Exam
9	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
10	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam
11	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam

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	room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
12	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam

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	news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
14	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam
15	Understanding TV News: news values, significance of timeliness, news as it happens; sources of	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam

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	news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
16	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam

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17	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam
18	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors;	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam

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	Backroom researchers, reference library or archives people, graphic artists			
19	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.2	Mid Term-1, Quiz & End Sem Exam
20	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.3	Mid Term-1, Quiz & End Sem Exam
21	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation,	Lecture	MJM 202.3	Mid Term-2, Quiz & End Sem Exam

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	diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
22	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.3	Mid Term-2, Quiz & End Sem Exam
23	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.3	Mid Term-2, Quiz & End Sem Exam
24	TV reporting: reporting skills: understanding deadline, gathering information, cultivating,	Lecture	MJM 202.3	Mid Term-2, Quiz & End Sem Exam

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	sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
25	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.3	Mid Term-2, Quiz & End Sem Exam
26	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.4	Mid Term-2, Quiz & End Sem Exam

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27	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	MJM 202.4	Mid Term-2, Quiz & End Sem Exam
28	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MJM 202.4	Mid Term-2, Quiz & End Sem Exam
29	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of	Lecture	MJM 202.4	Quiz & End Sem Exam

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	news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
30	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MJM 202.5	Quiz & End Sem Exam

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31	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MJM 202.5	Quiz & End Sem Exam
32	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news	Lecture	MJM 202.5	Quiz & End Sem Exam

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	anchor: screen presence, presence of mind, interview skills etc			
33	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MJM 202.5	Quiz & End Sem Exam
34	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation	Lecture	MJM 202.5	Quiz & End Sem Exam

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	of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
35	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	MJM 202.5	Quiz & End Sem Exam
36	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story	Lecture	MJM 202.3	Quiz & End Sem Exam

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	through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 212.1	*The course introduces the students to introduce the basics of TV production and its practice to the students*	3	3	1	3	1	2	2	1	2	2	-	-	-
MJM 212.2	*The course is designed in a manner to reinforce the basic concepts of TV Industry.*	3	2	2	2	2	1	2	3	2	3	-	-	-
MJM 212.3	Course will make students understand the workings of the media.	3	2	2	2	2	2	2	3	3	3	-	-	-

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MJM 212.4	Understand the mechanics, principles, of TV production.	1	2	2	1	3	3	1	2	2				
MJM 212.5	*Understand the world of Television Production.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication
Department of Journalism and Mass Communication
MID-SEMESTER(SEM–II) 2028-19

Class: MA(J&MC) II Semester

Subject Name: MJM 202 Television Production	Time: 1.5 Hrs	Max.Marks:30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Natural Lighting.	3
CO1	Q.2a	Define the characteristics of Camera person.	3
	Q.2b	What is difference between DSLR and SLR.	3
CO1	Q.3	What are requirements for recording TV programmes .	6
CO2	Q.4	Briefly explain the steps to Prost Production.	3
CO2	Q.5a	Define the diversification of Studio.	3
	Q.5b	What is broadcasting.	3
CO2	Q6	Define Studio Lay out .	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code **MJM 202** is level 2 for the academic year 2018-19.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Radio Production
Course Code : MJM 203. Crédits : 3, Session : 2018-19 (EVEN), Class MAJMC 2nd Semester
Faculty Name : Sayantani Roy

Introduction: This course is designed to provide students with hands-on experience in radio production and broadcasting. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- MJM-203.1- Provide a comprehensive understanding of the fundamental concepts and principles of radio production,
- MJM-203.2- Develop practical skills in operating radio production equipment, including soundboards, microphones, and editing software,
- MJM-203.3- Explore effective scripting and storytelling methods tailored for radio
- MJM-203.4- Offer opportunities for students to participate in live radio broadcasting scenarios
- MJM-203.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

	Weightage (%)
Module I Studio Layout	

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Descriptors/Topics The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	**20%**
Module II Radio Formats and Genres	**20%**
Descriptors/Topics Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	
Module III Writing for radio	**20%**
Descriptors/Topics Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	
Module IV Radio Presentation	**40%**
Descriptors/Topics News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	

Pedagogy for Course Delivery:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of radio production, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

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E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi,1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MJM 203.1	Mid Term-1, Quiz & End Sem Exam
2	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
3	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam

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4	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
5	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
6	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
7	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
8	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam

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	Sound			
9	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
10	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMJM 203.1	Mid Term-1, Quiz & End Sem Exam
11	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
12	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam

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	ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			
13	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
14	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
15	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
16	Radio formats- Simple announcements, Radio	Lecture	MAMJM 203.2	Mid Term-1, Quiz &

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	talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			End Sem Exam
17	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam

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20	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.2	Mid Term-1, Quiz & End Sem Exam
21	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.3	Mid Term-2, Quiz & End Sem Exam
23	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.3	Mid Term-2, Quiz & End Sem Exam

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24	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAMJM 203.3	Mid Term-2, Quiz & End Sem Exam
25	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies,	Lecture	MAMJM 203.3	Mid Term-2, Quiz & End Sem Exam
26	Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.),	Practical	MAMJM 203.3	Mid Term-2, Quiz & End Sem Exam
27	Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMJM 203.4	Mid Term-2, Quiz & End Sem Exam
28	, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMJM 203.4	Mid Term-2, Quiz & End Sem Exam
29	Information for the broadcasters, links), Making	Practical	MAMJM 203.4	Mid Term-2, Quiz &

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	radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)			End Sem Exam
30	(Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMJM 203.4	Mid Term-2, Quiz & End Sem Exam
31	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, QuotationMarks, Alterations, Corrections, List and Numbers, Station Style, C	Practical	MAMJM 203.4	Mid Term-2, Quiz & End Sem Exam
32	Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMJM 203.5	Mid Term-2, Quiz & End Sem Exam
33	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, , Humour)	Practical	MAMJM 203.5	Mid Term-2, Quiz & End Sem Exam
34	Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAMJM 203.5	Mid Term-2, Quiz & End Sem Exam
35	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, broadcasters, links), Making radio Commercials(Copy policy, Target Audience,	Practical	MAMJM 203.5	Mid Term-2, Quiz & End Sem Exam

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	writing copy, voicing and treatment, music and effects, Humour)			
36	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop writing copy, voicing and treatment, music and effects, Humour)	Theory	MAMJM 203.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 203.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		3	**2**	**1**
MJM 203.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		2	**3**	**3**
MJM 203.3	Students will be classify various	3	2	2	2	2				3		3	**3**	**3**

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	fascinating aspects of current affairs and news													
MJM 203.3	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		**3**	**2**	**1**
MJM 203.3	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2018-19						
Class: MAMJM II Semester						
Subject Name: MAMJM-203 RADIO PRODUCTION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						
CO Map	Question No.	Question				Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience engagement and maintain relevance in a competitive media environment?.				3

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CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful radio productions, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in radio production. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Production*** /Course code MJM 203 is level **3** for the academic year 2018-19.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Visual Designing and Production
Course Code : MJM 204, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MA(J&MC). II Sem
Faculty Name : Anshul Jain

A. **Introduction:** The objective of this course is to make students aware of the concepts of visual designs and production. The course will help them in understanding advertising designing along with software's such adobe and corel draw.

B. **Course Outcomes:** At the end of the course, students will be able to:
MJM 204.1. Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing.

- **MJM 204.2**. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.
MJM 204.3. Students will also learn the terminology used in layouts and designs in indoor medium.
MJM 204.4 The students will study the design for advertising layouts, taking into the consideration the choice of typeface.
MJM 204.5. Understand the positioning and choice of colors, images and text.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I House Styles	

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Descriptors/Topics Basic concept of style-sheet and its creation, Style guide: examples from newspapers, magazines; own guide produced for new publication. Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	**25%**
Module II Advertising Designing	**35%**
Descriptors/Topics Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers, and Banners etc. Choice and usage of images and colors in advertisements.	
Module III Design Software's	**40%**
Descriptors/Topics **obe Photoshop and Coral Draw -** Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, newspaper, letter head, flex board advertisements', Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by

References

- Newspaper
- Magazines
- You Tube Tutorials

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G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Basic concept of style-sheet and its creation	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
2	Basic concept of style-sheet and its creation	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
3	Style guide: examples from newspapers	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
4	*Style guide: examples from newspapers*	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
5	, magazines; own guide produced for new publication.	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
6	, magazines; own guide produced for new publication.	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
7	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
8	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	MJM 204.1	Mid Term-1, Quiz & End Sem Exam
9	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
10	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
11	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam

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12	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
13	Communicating through multiple media	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
14	Communicating through multiple media	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
15	Digital and print produces integrated design solutions	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
16	Digital and print produces integrated design solutions	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
17	Different types of advertising: Press ad, Magazine ad,	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
18	Different types of advertising: Press ad, Magazine ad,	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
19	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	MJM 204.2	Mid Term-1, Quiz & End Sem Exam
20	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	MJM 204.3	Mid Term-1, Quiz & End Sem Exam
21	, Danglers, and Banners	Lecture	MJM 204.3	Mid Term-2, Quiz & End Sem Exam
22	, Danglers, and Banners	Lecture	MJM 204.3	Mid Term-2, Quiz & End Sem Exam
23	Choice and usage of images and colors in advertisements	Lecture	MJM 204.3	Mid Term-2, Quiz & End Sem Exam
24	Choice and usage of images and colors in advertisements	Lecture	MJM 204.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction, Interfaces and various palettes	Lecture	MJM 204.3	Mid Term-2, Quiz & End Sem Exam
26	Introduction, Interfaces and various palettes	Lecture	MJM 204.4	Mid Term-2, Quiz & End Sem Exam

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27	nent Setting, About Menus.	Lecture	MJM 204.4	Mid Term-2, Quiz & End Sem Exam
28	nent Setting, About Menus.	Lecture	MJM 204.4	Mid Term-2, Quiz & End Sem Exam
29	Different Advertisement Designing Projects	Lecture	MJM 204.4	Quiz & End Sem Exam
30	Different Advertisement Designing Projects	Lecture	MJM 204.5	Quiz & End Sem Exam
31	magazine, brochure, newspaper, letter head	Lecture	MJM 204.5	Quiz & End Sem Exam
32	magazine, brochure, newspaper, letter head	Lecture	MJM 204.5	Quiz & End Sem Exam
33	flex board advertisements', Advertising Campaign	Lecture	MJM 204.5	Quiz & End Sem Exam
34	flex board advertisements', Advertising Campaign	Lecture	MJM 204.5	Quiz & End Sem Exam
35	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	MJM 204.5	Quiz & End Sem Exam
36	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	MJM 204.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 204.1	Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*	3	3	1	3	1	2	2	1	2	2	-	-	-
MJM 204.2	Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.	3	2	2	2	2	1	2	3	2	3	-	-	-
MJM 204.3	Students will also learn the terminology used in layouts and designs in indoor medium.	3	2	2	2	2	2	2	3	3	3	-	-	-
MJM 204.4	The students will study the design for advertising layouts, taking into the consideration the choice of typeface.	1	2	2	1	3	3	1	2	2				
MJM 204.5	Understand the positioning and choice of colors, images and text.	3	1	3	3	1	1	2	2	2				

Sample Question Paper

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Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2018-19						
Class: MA(J&MC) II Semester						
Subject Name: MJM 204 Visual Designing and Production		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*
CO2:•Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the concept of stylesheet?	3
CO1	Q.2a	What is style guide? Cite a few examples.	3
	Q.2b	What is difference between typeface and masthead	3
CO1	Q.3	What is the importance of font in publishing. .	6
CO2	Q.4	Discuss integerated media solutions	3
CO2	Q.5a	Make a banner for your firm.	3
	Q.5b	Discuss the importance of positioning of ads in paper.	3
CO2	Q6	What is dangler and banner?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Visual Designing and Production /Course code **MJM 204** is level **3** for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Specialized Reporting
Course Code : MJM 205 , Credits : 3 Session : 2018-19 Class : MA J&MC II
Faculty Name : Aditya Kumar Shukla

A. Introduction: "Specialized Reporting is a dynamic course designed to equip journalism students with advanced skills in in-depth reporting across specialized fields. From investigative journalism to coverage of niche topics, this course focuses on honing the expertise needed to excel in the ever-evolving landscape of specialized reporting."

B. Course Outcomes: At the end of the course, students will be able to:
MJM 205.1. Gain proficiency in conducting thorough investigations, from research to ethical reporting.
MJM 205.2. Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.
MJM 205.3. Acquire skills in using various media formats and innovative techniques for impactful storytelling.
MJM 205.4. Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.
MJM 205.5 Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Beat Reporting	**25%**
Descriptors/Topics Covering a news beat, covering local beats, Crime reporting, Education reporting, Health reporting, Civic Issues reporting, Covering local government	
Module II Covering the State and Politics	**25%**
Descriptors/Topics Covering national level beats, Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, covering political parties/events/rallies/ elections), Parliament Reporting (Parliament Structure, reporting on legislature) Legal	

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Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)	
Module III Business and Sports Reporting	**25%**
Descriptors/Topics Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries), How to develop good sports writing skills, Covering local, national and international level events	
Module IV Specialized Reporting	**25%**
Descriptors/Topics Investigative Reporting: Definition, elements, tools, Sting Operations and latest trends Investigative Reporting Case studies: Indian and International, Disaster Reporting Environmental Reporting, Page 3 and Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

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- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Covering a news beat	Lecture	MJM 205.1	Mid Term-1, Quiz & End Sem Exam
2	covering local beats	Lecture	MJM 205.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting	Lecture	MJM 205.2	Mid Term-1, Quiz & End Sem Exam
4	Education reporting	Lecture	MJM 205.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting, Civic Issues reporting	Lecture	MJM 205.1	Mid Term-1, Quiz & End Sem Exam
6	Covering local government	Lecture	MJM 205.2	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	MJM 205.2	Mid Term-1, Quiz & End Sem Exam
8	Covering national level beats	Lecture	MJM 205.1	Mid Term-1, Quiz & End Sem Exam
9	Covering the Government (PIB, Ministries, independent bodies	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam
10	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam
11	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	MJM 205.2	Mid Term-1, Quiz & End Sem Exam
12	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam
13	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	MJM 205.1	Mid Term-1, Quiz & End Sem Exam
14	Legal Reporting (structure & jurisdiction of courts	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam

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15	Legal Reporting (structure & jurisdiction of courts	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam
16	reporting court hearings, precautions	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam
17	Basic Business Knowledge & Business Bodies	Lecture	MJM 205.4	Mid Term-1, Quiz & End Sem Exam
18	Corporate Reporting	Lecture	MJM 205.4	Mid Term-1, Quiz & End Sem Exam
19	Covering Economic policy	Lecture	MJM 205.3	Mid Term-1, Quiz & End Sem Exam
20	ministries of commerce, finance, industry	Lecture	MJM 205.4	Mid Term-1, Quiz & End Sem Exam
21	company affairs and other infrastructure ministries	Lecture	MJM 205.4	Mid Term-2, Quiz & End Sem Exam
22	How to develop good sports writing skills	Lecture	MJM 205.5	Mid Term-2, Quiz & End Sem Exam
23	How to develop good sports writing skills	Lecture	MJM 205.5	Mid Term-2, Quiz & End Sem Exam
24	national and international level events	Lecture	MJM 205.4	Mid Term-2, Quiz & End Sem Exam
25	Investigative Reporting	Lecture	MJM 205.4	Mid Term-2, Quiz & End Sem Exam
26	Definition, elements of investigative reporting	Lecture	MJM 205.5	Mid Term-2, Quiz & End Sem Exam
27	tools, Sting Operations and latest trends in reporting	Lecture	MJM 205.5	Mid Term-2, Quiz & End Sem Exam
28	tools, Sting Operations and latest trends in reporting	Lecture	MJM 205.5	Mid Term-2, Quiz & End Sem Exam
29	Investigative Reporting Case studies	Lecture	MJM 205.4	Quiz & End Sem Exam
30	Indian and International, Disaster Reporting	Lecture	MJM 205.4	Quiz & End Sem Exam
31	Environmental Reporting	Lecture	MJM 205.5	Quiz & End Sem Exam
32	Page 3 and Lifestyle	Lecture	MJM	Quiz & End Sem

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	Reporting		205.5	Exam
33	Gender Reporting	Lecture	MJM 205.5	Quiz & End Sem Exam
34	Page 3 and Lifestyle Reporting	Lecture	MJM 205.4	Quiz & End Sem Exam
35	Poverty Reporting,	Lecture	MJM 205.4	Quiz & End Sem Exam
36	Science & Technology Reporting	Lecture	MJM 205.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MJM 205.1.	Gain proficiency in conducting thorough investigations, from research to ethical reporting.	3	3	1	3	1				2		2	1			
MJM 205.2.	Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.	3	2	2	2	2				2		1	1			
MJM 205.3.	Acquire skills in using various media formats and innovative techniques for impactful storytelling.	3	2	2	2	2				3		3	1			

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MJM 205.4.	Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.	3	3	2	3	2				1		2	1			
MJM 205.5	Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2018-19						
Class: MA J&MC Specialized Reporting Practices II Semester						
Subject Name: Specialized Reporting		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the challenges and ethical considerations in covering local crime beats.	6
CO1	Q.2	Discuss the role of journalists in reporting civic issues and engaging with local government.	6

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	Q.3	Explore the nuances of reporting on education and health issues at the local level.	6
CO1	Q.4	Describe the process of covering national-level beats, including interactions with government bodies like PIB.	6
CO2	Q.5	Discuss the fundamentals of corporate reporting and the role of journalists in covering economic policies at various ministry levels.	6
CO2	Q.6	Provide tips on developing good sports writing skills for coverage at the local, national, and international levels.	6
	Q.7	Explain the structure of the Indian Parliament and the basics of legal reporting, including court structures and precautions.	10
CO2	Q.8	Outline the political structure in India and detail the responsibilities of journalists covering political events, parties, rallies, and elections.	10
CO3	Q.9	Discuss the challenges and responsibilities in reporting disasters and environmental issues.	10
CO3	Q.10	Analyze one Indian and one international investigative reporting case study, highlighting key lessons learned.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting*** /Course code ***MJM 205*** is level **3** for the academic year 2018-19.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : MJM 206, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Mr. Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. Course Outcomes: At the end of the course, students will be able to:

MJM206.1. In this course students will understand the language of film making

MJM206.2. They will come to know about different stages of filmmaking

MJM206.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.

MJM206.4. They will be introduced to the concepts of lighting and editing for films.

- **MJM206.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MJM 206.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MJM 206.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MJM 206.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MJM 206.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	MJM 206.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	MJM 206.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	MJM 206.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	MJM 206.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	MJM 206.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	MJM 206.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	MJM 206.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	MJM 206.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	MJM 206.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	MJM 206.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	MJM 206.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	MJM 206.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	MJM 206.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MJM 206.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MJM 206.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MJM 206.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	MJM 206.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 206.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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MJM 206.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MJM 206.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
MJM 206.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MJM 206.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2018-19						
Class: MA(J&MC) II Semester						
Subject Name: MJM 206 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1: In this course students will understand the language of film making CO2:•They will come to know about different stages of filmmaking.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **MJM 206** is level 3 for the academic year 2018-19.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Public Relation and Corporate Communication
Course Code : MJM 207, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dhruv Sabharwal

A. Introduction: The objective of this course is to familiarize the Students with the structure and history of the PR industry of India, as well as recognize the impact of corporate communication on nation.

B. Course Outcomes: At the end of the course, students will be able to:

MJM207.1. The course introduces the students to introduce the basics of PR and its practice to the students

MJM207.2. The course is designed in a manner to reinforce the basic concepts of effective public relations.

MJM207.3. Course will make students understand the workings of the media -- and the 'new media' landscape

MJM207.4 Understand the mechanics, principles, of PR.

MJM207.5. Understand the world of Corporate Communication.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Understanding PR & CC	**25%**
• PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, • The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, • Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, • Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	
Module II PR strategies and tools	**25%**
• The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; • Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) • PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events • Lobbying, Crisis Management, Use of new media by PR professionals	
Module III Introduction to Corporate Communication	**25%**
• Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, • Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media • (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend • Press Releases, Feature Study Releases, Video News Releases, Webcasts).	
Module IV Corporate Communication Strategies and Tools	**25%**
• *Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising,* • *CC/PR in Brand Building,* • *Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication,* • *Investor Relation*	

E. Examination Scheme:

Components	A	MT	IE	EE

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Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam

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2	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam
3	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam
4	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam

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	Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and *Advertising, Defining Publics/Stakeholders*			
5	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam
6	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam

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	(Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
7	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam
8	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of	Lecture	MJM 207.1	Mid Term-1, Quiz & End Sem Exam

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	Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
9	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam
10	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam

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	fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
11	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam
12	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam

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	Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
13	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam
14	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam

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	Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
15	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam
16	The PR Process: Defining the Problem, Why it is Problem,	Lecture	MJM 207.2	Mid Term-1, Quiz & End

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	the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			Sem Exam
17	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam

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	presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
18	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam
19	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	MJM 207.2	Mid Term-1, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
20	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.3	Mid Term-1, Quiz & End Sem Exam
21	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.3	Mid Term-2, Quiz & End Sem Exam
22	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational	Lecture	MJM 207.3	Mid Term-2, Quiz & End Sem Exam

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	Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
23	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.3	Mid Term-2, Quiz & End Sem Exam
24	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	MJM 207.3	Mid Term-2, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
25	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.3	Mid Term-2, Quiz & End Sem Exam
26	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.4	Mid Term-2, Quiz & End Sem Exam
27	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements	Lecture	MJM 207.4	Mid Term-2, Quiz & End Sem Exam

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	of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
28	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.4	Mid Term-2, Quiz & End Sem Exam
29	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	MJM 207.4	Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
30	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	MJM 207.5	Quiz & End Sem Exam
31	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MJM 207.5	Quiz & End Sem Exam
32	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and	Lecture	MJM 207.5	Quiz & End Sem Exam

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	Communication, Investor Relation			
33	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MJM 207.5	Quiz & End Sem Exam
34	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MJM 207.5	Quiz & End Sem Exam
35	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	MJM 207.5	Quiz & End Sem Exam
36	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building,	Lecture	MJM 207.5	Quiz & End Sem Exam

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	Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 207.1	The course introduces the students to introduce the basics of PR and its practice to the students	3	3	1	3	1	2	2	1	2	2	-	-	-
MJM 207.2	The course is designed in a manner to reinforce the basic concepts of effective public relations.	3	2	2	2	2	1	2	3	2	3	-	-	-
MJM 207.3	Course will make students understand the workings of the media -- and the 'new media' landscape	3	2	2	2	2	2	2	3	3	3	-	-	-
MJM 207.4	Understand the mechanics, principles, of PR.	1	2	2	1	3	3	1	2	2				
MJM 207.5	Understand the world of Corporate Communication.	3	1	3	3	1	1	2	2	2				

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2018-19						
Class: MA(J&MC) II Semester						
Subject Name: MJM 207 Public Relations and corporate communication		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Pr communication.	3
CO1	Q.2a	Define the characteristics of PR professonal.	3
	Q.2b	What is difference between CSR and Corporate communication .	3
CO1	Q.3	What are requirements for recording radio programmes for CSR.	6
CO2	Q.4	Briefly explain the steps to damage control.	3
CO2	Q.5a	Define the diversification of PR firm.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define CC.	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Public Relations and corporate communication /Course code **MJM 207** is level 2 for the academic year 2018-19.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : FOLK AND POPULAR MEDIA OF INDIA
Course Code: MJM 208, Credits: 03, Session: 2018-19 (Even Sem), Class: MA(J&MC) II Sem
Faculty Name : Satnaam Singh

A. Introduction: The student will explore the diverse world of Folk Media in this course, delving into its meaning, forms like dance, theatre, and music, and cultural significance. Uncover the interplay between Popular and Traditional Media, and analyze the integrated use of Folk Media with mass communication. Discover the role of Folk Media in nation-building and its impact on national integration.

B. Course Outcomes: At the end of the course, students will be able to:

MJM208.1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

MJM208.2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

MJM208.3. Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by government agencies.

MJM208.4. Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.

MJM208.5. Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking	A	5%

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	up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	**Weightage (%)**
Module I: Folk Media – Definition, Meaning Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet- Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	**40%**
Module II: Popular and Traditional Media Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	**20%**
Module III: Folk Media and its Implications Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of **Communication**	**40%**

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Folk Media: Meaning & Definition	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam
2	Nature and Scope of Folk Media,	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics of Folk Media,	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Folk Media: Dance, Theatre & Music,	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana,	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam
6	Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan,	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam

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	Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra,			
7	Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore.	Lecture	MJM 208.1	Mid Term-1, Quiz & End Sem Exam
8	Forms of Folk Music: Indian And Western	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
9	Forms of Folk Music: Indian And Western	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
10	Traditional Media as An Effective Communication Tool	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
11	Traditional Media as An Effective Communication Tool	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
12	Popular and Traditional Media and Their Relation	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
13	Popular and Traditional Media and Their Relation	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
14	High Art Versus Low Art	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
15	High Art Versus Low Art	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam
16	Traditional Media, Popular Media and Cultural Hegemony	Lecture	MJM 208.2	Mid Term-1, Quiz & End Sem Exam

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17	Traditional Media, Popular Media and Cultural Hegemony	Lecture	MJM 208.3	Mid Term-1, Quiz & End Sem Exam
18	Integrated Use of Folk Media and Mass Media	Lecture	MJM 208.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Use of Folk Media and Mass Media	Lecture	MJM 208.3	Mid Term-1, Quiz & End Sem Exam
20	Role of Folk Media in Nation Building.	Lecture	MJM 208.3	Mid Term-1, Quiz & End Sem Exam
21	Role of Folk Media in Nation Building.	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
22	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
23	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
24	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
25	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam

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26	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
27	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
28	Problems and Prospect of Folk Artists.	Lecture	MJM 208.3	Mid Term-2, Quiz & End Sem Exam
29	Problems and Prospect of Folk Artists.	Lecture	MJM 208.3	Quiz & End Sem Exam
30	Problems and Prospect of Folk Artists.	Lecture	MJM 208.3	Quiz & End Sem Exam
31	Traditional Media as a Tool of National Integration.	Lecture	MJM 208.4	Quiz & End Sem Exam
32	Traditional Media as a Tool of National Integration.	Lecture	MJM 208.4	Quiz & End Sem Exam
33	Traditional Media as a Tool of National Integration.	Lecture	MJM 208.4	Quiz & End Sem Exam
34	Democratization of Communication	Lecture	MJM 208.4	Quiz & End Sem Exam
35	Democratization of Communication	Lecture	MJM 208.4	Quiz & End Sem Exam
36	Democratization of Communication	Lecture	MJM 208.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM208.1	Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.	3	2	3	3	2	2	2	2	3	3	2	1	3
MJM208.2	Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.	2	2	2	3	3	2	13	3	3	3	3	1	2
MJM208.3	Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by	3	2	3	3	3	2	3	3	3	3	3	2	1

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	government agencies.													
MJM208.4	Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.	1	3	2	3	2	2	3	3	3	3	1	2	3
MJM208.5	Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.	1	3	2	3	2	2	3	3	3	3	3	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM –II) 2018-19		
Class: MA(J&MC) II Semester		
Subject Name: MJM208 FOLK AND POPULAR MEDIA OF INDIA	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to:

CO1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

CO2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

CO Map	Question No.	Question	Marks
CO1	Q.1	Explore the nature and scope of Folk Media, highlighting its characteristics.	3
CO2	Q.2a	Discuss the significance and cultural relevance of Folk Theatre forms such as Bhavai, Tamasha, and Nautanki.	3
	Q.2b	Examine Folk Tales and Folklore, emphasizing their role in preserving cultural narratives.	3
CO1	Q.3	Discuss the effectiveness of Traditional Media as a communication tool. How does it relate to Popular Media?	6
CO5	Q.4	Explore the dynamics between High Art and Low Art in the context of Traditional and Popular Media.	3
CO3	Q.5a	Investigate the utilization of Folk Media by government agencies such as DFP, Song and Drama Division, and the Department of Information and Public Relations.	3
	Q.5b	Assess the role of Folk Media in nation-building, considering its cultural significance and reach.	3
CO4	Q 6	Discuss the contributions of prominent Folk Artists like Habib Tanveer, Shivaram Karanth, Teejanbai, and Parvati Boul. Explore the challenges and prospects faced by Folk Artists in the contemporary context.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course FOLK AND POPULAR MEDIA OF INDIA /MJM 208 is level 2 for the academic year 2018-19.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Advance Media Research
Course Code : MAJMC 301, Crédits : 3, Session : 2018-19 (ODD), Class MAJMC III Sem
Faculty Name : Dr. Sumit Narula

Introduction: The course aims at teaching applied research can put theory to the test, it may add to conceptual clarification and integrate previous existing theories. Thus, central aim of applied research is to find out a solution for some pressing practical problem.

Course Outcomes: At the end of the course, students will be able to:

- MAJMC 301.1- The introduce students to the application of research in mass communication
- MAJMC 301.2- explore the various forms of research in different media
- MAJMC 301.3- introduce students to the variety of tools used in different forms of media research
- MAJMC 301.4- introduce them to the concept of research paper/articles and their execution
- MAJMC 301.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination.	A	5%

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	The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: – Correlation & Regression Analysis	**25 %**
Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R2; Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Pape	
Module II: Test of Significance	**25%**
Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III: Analysis of Variance (ANOVA) and Time	**25 %**
Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Method	**25%**

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Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett's Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

Teaching Pedagogy:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for application of media research

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint.Singapore: Wadsworth. • Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National Universityof Journalism and Communication, Bhopal. • C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. NewDelhi: New Age International. • Research reports of Neilson, Indi

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning, Concept and Characteristics of Correlation	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Correlation:	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Type (Postive, Negative and Zero),	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
4	Audience Analysis;	Lecture	MAJMC 301.1	Mid Term-1, Quiz &

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				End Sem Exam
5	Process, Effect and Impact Research	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
6	Research in Newspaper and Magazine Circulation	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
7	Research; Readership	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
8	Research; Readability	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
9	Research Research in Television and Radio Rating Method;	Lecture	MAJMC 301.1	Mid Term-1, Quiz & End Sem Exam
10	Non – rating Method Research in Public Relation Industry	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
11	research; News tracking research;	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
12	Competitive analysis	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
13	Research in New Media: Social Media Research;	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
14	Research on Online usage	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
15	Statistics applied in Research:	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem

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				Exam
17	Frequencies and Percentages;	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
18	Measures of Central tendency:	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
19	Mean,	Lecture	MAJMC 301.2	Mid Term-1, Quiz & End Sem Exam
20	median and mode;	Lecture	MAJMC 301.3	Mid Term-1, Quiz & End Sem Exam
21	Measures of Dispersion: Range,	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
22	standard deviation	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
23	and mean deviation;	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
24	Simple correlation	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
25	correlation	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology data;	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
27	Environmental database	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
28	Factor Analysis: Meaning, Interpretation,	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam

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29	Application, Principle Component Method with Varimax Rotation,	Lecture	MAJMC 301.3	Mid Term-2, Quiz & End Sem Exam
30	KO Barlett's Test for Validity with SPSS,	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
31	Identification of Factors through loading with SPSS	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
32	Advantage and Limitation of Factor Analysis	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
33	Cross Tabulation and Chi-square Test with SPSS	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
34	One-way ANOVA: Meaning, Interpretation	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
35	Application and Calculation with SPSS	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam
36	Time Series Analysis	Lecture	MAJMC 301.4	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC501.1	The course designed to media research analysis for	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	source, message, channel and audience concept															
JMC501.2	The course will help students develop the applications of media research in print, electronic and PR industry	3	2	2	2	2	3	3	2	2	1	3		2	3	3
JMC501.3	Prepare media research plans for the above mentioned industries	3	2	2	2	2	2	3	3	3	2	3		3	3	3
JMC501.4	Apply the basic statistical processes in various media research studies	3	3	2	3	2	2	3	2	1	2	3		3	2	1
JMC501.5	The course will also help develop knowledge of major media characteristics and applied research in industry	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM –III) 2018-19
Class: MAJMC III Semester

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Subject Name: MAJMC 301 Applied Research in Media Studies		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of applied research & ethics
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some common methodologies used in applied research, and how do they differ from those used in theoretical research?	3
CO1	Q.2a	What is one-way ANNOVA? Explain.	3
	Q.2b	How do researchers ensure that their findings from applied research are relevant and applicable to the target audience or problem?	3
CO1	Q.3	What is KO Barlett's Test for Validity with SPSS?	6
CO2	Q.4	How does collaboration between researchers and stakeholders, such as industry partners or government agencies, enhance the effectiveness of applied research?	3
CO2	Q.5a	What role does data analysis and interpretation play in applied research, and how do researchers ensure the validity and reliability of their findings?	3
	Q.5b	How do researchers disseminate the results of applied research to maximize its impact and implementation?	3
CO2	Q 6	What are some challenges commonly faced by researchers in the field of applied research, and how can they be addressed to facilitate the translation of research findings into practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advance Media Research***/Course code ***MAJMC 301*** is level 2 for the academic year 2018-19.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : MAJMC 302, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MA(J&MC). III Sem
Faculty Name : Mr. Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. Course Outcomes: At the end of the course, students will be able to:

MAJMC 302.1. In this course students will understand the language of film making
MAJMC 302.2. They will come to know about different stages of filmmaking
MAJMC 302.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
MAJMC 302.4. They will be introduced to the concepts of lighting and editing for films.

- **MAJMC 302.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MAJMC 302.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	MAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	MAJMC 302.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	MAJMC 302.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	MAJMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	MAJMC 302.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	MAJMC 302.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	MAJMC 302.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	MAJMC 302.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	MAJMC 302.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	MAJMC 302.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 302.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 302.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	MAJMC 302.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	MAJMC 302.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MJM 206.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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MJM 206.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MJM 206.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
MJM 206.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
MJM 206.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM-III) 2018-19						
Class: MA(J&MC) III Semester						
Subject Name: MAJMC 302 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1: In this course students will understand the language of film making CO2:•They will come to know about different stages of filmmaking.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **MAJMC 302** is level 3 for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Advanced New Media
Course Code : **MAJMC 303**, Credits : 3, Session : 2018-19(ODD), Class MAJMC IIIth Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **MAJMC 303**.1- Develop an understanding of the evolving nature of media consumption patterns in the networked world.
- **MAJMC 303**.2- Explore the emergence of the new 'reader' and their role in shaping media content and distribution.
- **MAJMC 303**.3- Analyze the convergence of media and technology and its impact on content creation, distribution, and audience engagement.
- **MAJMC 303**.4- Gain insight into the changing role of media professionals in the context of new media environments.
- **MAJMC 303**.5- Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-MAsed, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to Cyber Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: Cyber Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and deMAtable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	0	05	10	10	7

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**MAJMC 303**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam

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	protocol, e-mail, instant messaging,			
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and	Lecture	**MAJMC**	Mid Term-

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	extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy		**303**.3	2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers	Practical	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-MAsed readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz &

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**MAJMC 303**.5	Mid Term-2, Quiz & End Sem Exam
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**MAJMC 303**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 303.1	Develop an understanding of the evolving nature of media consumption patterns in the networked world..	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
MAJMC 303.2	Explore the emergence of the new 'reader' and their role in shaping media content and distribution.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
MAJMC 303.3	- Analyze the convergence of media and technology and its impact on content creation, distribution,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	and audience engagement ..															
MAJMC 303.4	Gain insight into the changing role of media professionals in the context of new media environments.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
MAJMC 303.5	Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM III) 2018-19						
Class: MAJMC.III Semester						
Subject Name: MAJMC 303 ADVANCED NEW MEDIA		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What is meant by the "emergence of the new 'reader'" in the context of new media?	3
CO1	Q.2a	How do you define the convergence of media and technology, and what impact does it have on media consumption?	3
	Q.2b	Can you explain the changing role of media professionals in the context of new media environments?	3
CO1	Q.3	What are some key concepts and practices of web journalism that you have learned in this course?	6
CO2	Q.4	How do you identify synergies, challenges, and opportunities in the emerging media landscape?	3
CO2	Q.5a	What are some recent trends and innovations in digital media platforms and social networking?	3
	Q.5b	How do you evaluate the credibility of information in online media sources?	3
CO2	Q 6	What practical skills have you acquired in digital content creation and social media management?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: MAsed on internal and external assessment the level of Course outcome attainment of the course **Advanced New Media /Course code MA*JMC 303*** is level 3 for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Advertising Stratégies and Planning
Course Code : MAJMC 304, Crédits : 3, Session : 2018-2019 (ODD), Class MAJMC 3rd Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to explore the dynamic world of Advertising Strategies, where we dissect the tactics and techniques used to create impactful campaigns that resonate with target audiences and achieve marketing objectives.

Course Outcomes: At the end of the course, students will be able to:

- MAJMC-304.1- Understand the various perspectives of Advertising strategies.
- MAJMC-304.2- Identify the opportunities in the field of Advertising strategies.
- MAJMC-304.3- Creating Advertising Plans for clients.
- MAJMC-304.4- Researching and analyzing in the field of advertising.
- MAJMC-304.5- Gain proficiency in developing and executing comprehensive advertising strategies.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weight
Module I Introduction	**15%**
PR concepts and role (Definitions and concepts, Role and Objectives of PR) Public Relations in India; Internal & External PR ; Role of PRSI	
Module II Public Relations & Media Affairs	**20%**
Planning PR campaigns; PR Tools; Lobbying Media relations (Media list, Relationship building meetings, Media planning, Media tours and visits) Role of Press kit and its importance; Organizing press conference Measurement of PR (Pre, during and post) Role of new media in PR; Changing trends in PR	
Module III Techniques of Public Relations	**20%**
Writing for press (Pitch notes, placed articles, Media briefing documents) Press release; Press Interviews; Contents for the	
Module IV Functions of Corporate Communication	**10%**
Introduction- Difference between Public Relations and Corporate Communication Importance and functions of Corporate Communication Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy	
Module V Tools of Corporate Communication	
Importance – Role of Corporate Communication tools; Company Profile in an organization House Journal; Annual Reports; Internet – E- Newsletters, Memos, Notices	**15%**
Module VI Corporate Planning and Strategy	**10%**
Corporate Governance; Image Management; Crisis and Disaster Management; 7 C's of Corporate Communication; Role of media in Corporate Communication	

Teaching Pedagogy:

The class will be taught by giving references of case studies, practical Public Relations

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strategies from various organizations. Significance of Public Relations and Corporate Communication will be taught to the students through examples from the business world. Traits will be given to them in the class so that the students can be more confident in Public Relations and Corporate Communication. The students will get a deep insight on to the subject by the time the course gets completed. With the learning of practical aspects of the business world through Public Relations and Corporate Communications after completion of the course the students can work for any organization with full determination and dedication due to their good PR and Communication skills. It is because a person can be successful in personnel and professional life through these two skills to a great extent.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Attendance	Project	Assignments	
Weightage (%)	05	05	10	10	70

D. Suggested Text/Reference Books:

- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)
- Jethwaney, J.N. & Sarkar,N.N.; Public Relations; Sterling Publishers Pvt.Ltd
- Moore, H. Frazier & Frank B.K.; Public Relation; Richard d Irwin

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR concepts and role (Definitions and concepts)	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Role and Objectives of PR	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam

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3	Public Relations in India	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Internal & External PR	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
5	Role of PRSI	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
6	Planning PR campaigns	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
7	PR Tools	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
8	Lobbying	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
9	Media relations (Media list)	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
10	Relationship building meetings	Lecture	MAJMC 304.1	Mid Term-1, Quiz & End Sem Exam
11	Media planning	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
12	Media tours and visits	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
13	Role of Press kit and its importance	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam

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14	Organizing press conference	Practical	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
15	Measurement of PR (Pre, during and post)	Practical	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
16	Role of new media in PR	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
17	Changing trends in PR	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Techniques of Public Relations	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for press (Pitch notes)	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
20	Placed articles, 7 C's of Corporate Communication; Role of media in Corporate Communication	Lecture	MAJMC 304.2	Mid Term-1, Quiz & End Sem Exam
21	Media briefing documents	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
22	Press release	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
23	Press Interviews	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
24	Contents for the newsletter	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
25	Functions of Corporate Communication	Lecture	MAJMC 304.3	Mid Term-2, Quiz & End Sem

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				Exam
26	Introduction- Difference between Public Relations and Corporate Communication	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
27	Importance and functions of Corporate Communication	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
28	Elements of corporate communication	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
29	Corporate philosophy	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
30	Corporate culture	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
31	Corporate identity	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
32	Corporate citizenship	Practical	MAJMC 304.3	Mid Term-2, Quiz & End Sem Exam
33	Corporate philanthropy	Practical	MAJMC 304.4	Mid Term-2, Quiz & End Sem Exam
34	Tools of Corporate Communication	Practical	MAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
35	Importance – Role of Corporate Communication tools	Practical	MAJMC 304.5	Mid Term-2, Quiz & End Sem Exam
36	Company Profile in an organization	Theory	MAJMC 304.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 304.1	Understand the various perspectives of Advertising strategies	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
MAJMC 304.2	Identify the opportunities in the field of Advertising strategies.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
MAJMC 304.3	Creating Advertising Plans for clients.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
MAJMC 304.4	Researching and analyzing in the field of advertising.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
MAJMC 304.5	Gain proficiency in developing and executing comprehensive advertising strategies.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**



Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –III) 2018-2019						
Class: MAJMC.III Semester						
Subject Name: MAJMC-101 ADVERTISING STRATEGIES		Time: 1.5 HRS			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key objectives of Public Relations and Corporate Communication?	3
CO1	Q.2a	How can effective PR campaigns be planned and executed using diverse tools?	3
	Q.2b	What role does media relations play in building strong PR strategies?	3
CO1	Q.3	How important is the Press kit in organizing successful press conferences?	6
CO2	Q.4	How is the effectiveness of PR campaigns measured?	3
CO2	Q.5a	What impact has new media had on the practice of Public Relations?	3
	Q.5b	Describe the essential elements of Corporate Communication and their significance.	3
CO2	Q 6	How do tools like annual reports and internet-based newsletters enhance Corporate Communication?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***ADVERTISING STRATEGIES AND PLANNING*** /Course code MAJMC-***304*** is level 3 for the academic year 2018-2019.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course : Print Layout and Design
Course Code : MAJMC 305 Crédits :03 Session :2020-21(Odd Sem.) , Class : MAJMC III Sem
Faculty Name : Sanjay Singh Sikarwar

Introduction: The course aims to introduce basic concepts of print. In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

A. **Course Outcomes:** At the end of the course, students will be able to:

MAJMC 305 .1. Students will understand the basic computer fundamentals.
MAJMC 305.2. Students will learn the basics of Photoshop and CorelDraw
MAJMC 305.3. Students will learn the basics of Quark express and Indesign.
MAJMC 305.4. Evaluate the different ideologies in the field of graphics & editing
MAJMC 305.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Computer Fundamentals and Ms Office	**Weightage**
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	**40%**
Module II: Introduction to Photoshop	**30%**

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Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	
Module III: Introduction to Adobe In Design	**30%**
Working with In-design, Page design, Newspaper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Lab/ Practicals: Training of Graphics and Animation Software

E. Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**Total**
70 %	**30 %**	**100**

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

- Shalini and Adity Gupta, Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and Production
- Help Command of the related Software Programme.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Generations	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
2	Basic components of Computer	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
3	Input/output devices	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
4	Memory and other peripherals	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction to Operating System (Windows 10),	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
6	Functions and features of Operating System	Lecture	MAJMC 305.1	Mid Term-1, Quiz & End Sem Exam
7	Accessories, Control Panel, Desktop, Windows Explorer	Lecture	MAJMC 305.1	Mid Term-1, Quiz &

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				End Sem Exam
8	Ms office Suit, Introduction to word Processing	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
9	MS Word interface, Tools and Menus	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
10	Document editing and formatting, Mail Merge	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
11	MS Excel Interface, Tools and Menus, Creating Spreadsheet	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
12	Use of functions, Charts and Graphs, MS PowerPoint Interface	Lecture	MAJMC 305.2	Mid Term-1, Quiz & End Sem Exam
13	Tools and Menus, Creating slides	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
14	inserting multimedia objects	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
15	Transition and Custom Animation	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
16	Delivering, Presentations.	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
17	Introduction to Graphics	Lecture	MAJMC 305.3	Mid Term-1,

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				Quiz & End Sem Exam
18	Colours	Lecture	MAJMC 305.3	Mid Term-1, Quiz & End Sem Exam
19	Tools and Menus	Lecture	MAJMC 305.4	Mid Term-1, Quiz & End Sem Exam
20	models and modes	Lecture	MAJMC 305.4	Mid Term-1, Quiz & End Sem Exam
21	Graphic file formats	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
22	Applications	Practical	MAJMC 305.4	Presentation, Quiz & End Sem Exam
23	Adobe Photoshop Interface	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
24	Tools and Menus, Working with Layers	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
25	Filters, Masking and other tool.	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
26	Use of Photoshop for Designing and Photo Publishing	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam
27	Corel Draw Interface, Tools	Lecture	MAJMC	Presentat

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	and Menus		305.5	ion, Quiz & End Sem Exam
28	Working with Corel Draw	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam
29	Advertisement, Pamphlet	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
30	Brochure, Posters Invitation Card	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
31	Flex Design with the help of Corel Draw	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
32	Flex Design with the help of Photoshop	Practical	MAJMC 305.4	Presentation, Quiz & End Sem Exam
33	Quark Express Interface	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
34	Tools and Menus	Lecture	MAJMC 305.4	Presentation, Quiz & End Sem Exam
35	Working with Quark	Practical	MAJMC 305.4	Presentation, Quiz & End Sem Exam
36	Page design	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam

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37	News paper, Magazine & Advertisement Design	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
38	In-design Interface	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam
39	In-design working	Practical	MAJMC 305.5	Presentation, Quiz & End Sem Exam
40	Tools and Menus	Lecture	MAJMC 305.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 305.1	Students will understand the basic computer fundamentals.	3	3	1	3	1				2		2	1	2	2	2

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MAJMC 305.2	Students will learn the basics of Photoshop and CorelDraw	3	2	2	2	2				2		1	1	2	2	2
MAJMC 305.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1		2	2
MAJMC 305.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1	1		1
MAJMC 305.5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1	2	2	1

Sample Question Paper

<table>
<tr><td colspan="8">AMITY SCHOOL OF COMMUNICATION
MID-SEMESTER (SEM –III) 2018-19</td></tr>
<tr><td colspan="8">Class: MA (J&MC) III Semester</td></tr>
<tr><td colspan="3">Subject Name: Print Layout and Design
MAJMC 305</td><td colspan="3">Time: 1.5 Hrs</td><td colspan="2">Max. Marks: 30</td></tr>
<tr><td>Levels of the questions as per Blooms Taxonomy</td><td>Remembering</td><td>Understanding</td><td>Applying</td><td>Analyzing</td><td>Evaluating</td><td>Creating</td><td></td></tr>
<tr><td>Question Mapping</td><td>Q.1,4</td><td>Q.2,3</td><td>Q.4</td><td>Q.2,5,6</td><td></td><td></td><td></td></tr>
<tr><td colspan="8">Student will be able to
CO1: List the Different designing software and concept.
CO2: Apply different application as per need.</td></tr>
<tr><td>CO Map</td><td>Question No.</td><td colspan="5">Question</td><td>Marks</td></tr>
<tr><td>CO1</td><td>Q.1</td><td colspan="5">What are the latest software and application in studying audiences through digital media?</td><td>3</td></tr>
<tr><td></td><td>Q.2a</td><td colspan="5">What are the various platforms of graphics?</td><td>3</td></tr>
</table>

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CO1	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Print Layout and Design /Course code MA***JMC 305*** is level **3** for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Anchoring and Presentation
Course Code : **MAJMC 306**, Credits : 3, Session : 2018-2019 (ODD), Class MAJMC IIIth Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **MAJMC-306**.1- Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.
- **MAJMC-306**.2- Acquire the skills to handle live broadcasting situations with confidence and poise, including ad-libbing and responding to unexpected challenges.
- **MAJMC-306**.3- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.
- **MAJMC-306**.4- Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.
- **MAJMC-306**.5- Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I:	**50 %**
Qualities of an anchor; Voice Modulation; Dressing Styles and formats Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	
Module II: Writing	**40 %**
Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	
Module III: Case Studies	**10%**
(a) Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
2	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
3	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
4	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
5	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
6	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
8	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
9	Anchoring interviews: people from different fields; Reality	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz &

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	shows; Hosting a match; Using a teleprompter; Sight read			End Sem Exam
10	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.1	Mid Term-1, Quiz & End Sem Exam
11	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
12	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
13	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
14	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
15	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
16	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
17	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
18	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam

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19	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
20	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.2	Mid Term-1, Quiz & End Sem Exam
21	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
22	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
23	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
24	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
25	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam

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	of interviewing; Anchoring of documentary style; Art of using spoken Language			
26	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
27	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
28	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
29	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
30	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
31	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
32	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.3	Mid Term-2, Quiz & End Sem Exam
33	Shireen Bhan; Arnab Goswami; Barkha Datt;	Lecture	**MAJMC**	Mid Term-

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	Vinod Dua		**306**.4	2, Quiz & End Sem Exam
34	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.5	Mid Term-2, Quiz & End Sem Exam
35	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.5	Mid Term-2, Quiz & End Sem Exam
36	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**MAJMC 306**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 306.1	Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
MAJMC 306.2	Acquire the skills to handle live broadcasting situations with confidence	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	and poise, including ad-libbing and responding to unexpected challenges															
MAJMC 306.3	- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
MAJMC 306.4	Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
MAJMC 306.5	Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM III) 2018-2019						
Class: MAJMC III Semester						
Subject Name: MAJMC-**306** ANCHORING AND PRESENTATION		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you define professionalism in television anchoring?	3
CO1	Q.2a	What are some common challenges faced by television anchors, and how do you propose to address them?	3
	Q.2b	How do you engage and maintain audience interest through vocal delivery and body language?	3
CO1	Q.3	Give an example of adapting an anchor script for different program genres.	6
CO2	Q.4	How do you manage time effectively to meet broadcasting deadlines?	3
CO2	Q.5a	What ethical considerations are important for television anchors?	3
	Q.5b	How do peer collaboration and feedback sessions contribute to improving anchoring skills?	3
CO2	Q 6	Reflect on your growth as a television anchor throughout the course.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Anchoring and Presentation /Course code MAJMC-*306*** is level 2 for the academic year 2018-2019.

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Amity School of Communication
Course Handout
Course Name : Current Affairs and Media Analysis
Course Code : MAJMC 401. Crédits : 3, Session : 2018-19 (EVEN), Class MAJMC 4th Semester
Faculty Name : Aditya Kumar Shukla

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in Current Affairs and Media Analysis with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- MAJMC-401.1-Students will select the Language of news and fundamentals and content
- MAJMC-401.2-Students will understand the relationship between theory and practice
- MAJMC-401.3- Students will be classifying various fascinating aspects of current affairs and news
- MAJMC-401.4-Students will be able to define the crucial fine points that make Cine
- MAJMC-401.5-To create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media,

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and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

	Wei
Module I Overview	**20%**
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	

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Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	**20%**
Module III Global Economic Trends and Issues	**20%**
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	**20%**
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Lab/ Practicals details, if applicable: List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) *Film History—An Introduction*, Mc Graw-Hill

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- Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
5	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam

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	News			
6	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
9	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.1	Mid Term-1, Quiz & End Sem Exam
10	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News,	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam

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	Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			
12	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
13	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
14	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
15	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World	Practical	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam

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	Community or Why They Are Considered to Be Important, Restructuring The UN			
16	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
17	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.2	Mid Term-1, Quiz & End Sem Exam
18	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
19	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be	Lecture	MAJMC 401.3	Mid Term-1, Quiz & End Sem Exam

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	Important, Restructuring The UN			
20	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	MAJMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
22	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
23	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning,	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam

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	Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
24	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
25	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
26	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging	Practical	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam

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	World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
27	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.3	Mid Term-2, Quiz & End Sem Exam
28	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
29	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam

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	Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
30	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
31	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
32	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam

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36	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Theory	MAJMC 401.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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MAJMC 401.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		2	1	**3**	**2**	**1**
MAJMC 401.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		1	1	**2**	**3**	**3**
MAJMC 401.3	Students will be classify various fascinating aspects of current affairs and news	3	2	2	2	2				3		3	1	**3**	**3**	**3**
MAJMC 401.4	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		2	1	**3**	**2**	**1**
MAJMC 401.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		2	1	**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2018-19		
Class: MAMAJMC-IV Semester		
Subject Name: MAJMC-401 CURRENT AFFAIRS AND MEDIA ANALYSIS	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Current Affairs and Media Analysis /Course code ***MAJMC 401*** is level **3** for the academic year 2018-19.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media Ethics, Laws & Regulations
Course Code : MAJMC 402 **Crédits :** 03 **Session :** 2018-19 (Even Sem.), **Class :** MA (J&MC). 2nd Year
Faculty Name : Satnaam Singh

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: At the end of the course, students will be able to:

MAJMC 402.1. To introduce students to ethical issues and legal restraints placed upon media.

MAJMC 402.2. To discuss the conflicting traditions of a free but regulated mass media.

MAJMC 402.3. To describe the various media laws.

MAJMC 402.4. To understand the context and framework of media regulation in India.

MAJMC 402.5. To discuss the issues arising from regulation of the media.

MAJMC 402.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and
International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information
Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)
Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Media Ethics	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam

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4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	MAJMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	MAJMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	MAJMC 402.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam

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23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	MAJMC 402.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	MAJMC 402.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix

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E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES												
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MAJMC 402.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	-	-	-
MAJMC 402.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	-	-	-
MAJMC 402.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	-	-	-
MAJMC 402.4.	To understand the context and framework of media regulation in India													
MAJMC 402.5.	To discuss the issues arising from regulation of the media													
MAJMC 402.6.	To locate the role of various stakeholders in content regulation of the media													

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Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –IV) 2018-19						
Class: MA(J&MC) IV Semester						
Subject Name: Media Ethics & Law MAJMC 402		**Time: 1.5Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5. a	Q.5.b

Student will be able to

CO1: Understanding the role of press in a democratic society.

CO2: Learn about the fundamental rights along with articles mentioned in the constitution.

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Ethics, Laws & Regulations /Course code ***MAJMC 402*** is level **3** for the academic year 2018-19.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Development Communication
Course Code : MAJMC 403, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Sayantani Roy

A. Introduction: This course focuses on the concept of development & To increase understanding about community and organization.

A. Course Outcomes: At the end of the course, students will be able to:

MAJMC403.1. To increase student's knowledge in development communication

MAJMC403.2. To understand role of different Government and Non-government Organizations in development communication

MAJMC403.3 To introduce need of different communication approaches for different settings

MAJMC403.4: To understand the different approaches of development communication.

MAJMC 403.5: To understand the importance of development communication in upliftment of society

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Syllabus:

Modules	**Weightage (%)**
Module I Concept of Development	**20 %**
Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private SectorIndustries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	
Module II Concept of Community, Structure and Organization	**20 %**
Concept and Characteristics of a Community, Structure and Organization of Different Typesof Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Pris, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of GroupFormation, Group Norms and Structure	
Module III Development Communication	**20 %**
Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	

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Module IV: Approaches in Development Communication	
Communication Planning at National, State, Regional, District, Block and Village Levels,Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play,Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT(Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	**40 %**

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline withthe help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

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MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

- Narula Uma, Har Anand., Development Communication – Theory and Practice,
- Gupta V.S., Communication and Development Concept., New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division,Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
- Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West CommunicationCentre, Honolulu
- Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
- Michael P Longman., Economic Development in the Third World, Todaro, New York

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Development	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Process of Development,	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
3	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
4	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
5	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
6	Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy &	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam

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	Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues			
7	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	MAJMC 403.1	Mid Term-1, Quiz & End Sem Exam
8	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
9	Issues Of Women And Children, Rural Development, Urbanization And Related Problems	Lecture	MAJM C 403.2	Mid Term-1, Quiz & End Sem Exam
10	Theories and Paradigms of Development	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of Community, Structure and Organization	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
12	Tribal, Rural and Urban and Urban Slums,	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning and Scope of Community Organization, Pris, Cooperatives	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
14	Tribal, Rural and Urban and Urban Slums,	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
15	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJMC 403.2	Mid Term-1, Quiz & End Sem Exam
16	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
17	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam

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18	Youth Organizations, Other Organizations for Community Empowermen	Lecture	MAJM C 403.3	Presentation, Quiz & End Sem Exam
19	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
20	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
21	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
22	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
23	Development Communication	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
24	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	MAJMC 403.3	Presentation, Quiz & End Sem Exam
25	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
27	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
28	Role of NGOs	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
29	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
30	Role of NGOs	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam
31	Approaches in Development Communication	Lecture	MAJMC 403.4	Presentation, Quiz & End Sem Exam

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32	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
33	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
34	Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
35	Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment,	Lecture	MAJMC 403.5	Presentation, Quiz & End Sem Exam
36	Participatory Approaches of Communication, Barriers in Development Communication	Lecture	MAJM C 403.5	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

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MAJ MC 403.1	To increase student's knowledge in development communication	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.2	To understand role of different Government and Non-government Organizations in development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.3	*To introduce need of different communication approaches for different settings*	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.4	To understand the different approaches of development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
MAJ MC 403.5	To understand the importance of development communication in upliftment of society	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2018-19						
Class: MA(J&MC) III Semester						
Subject Name: MAJMC403 DEVELOPMENT COMMUNICATION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: To increase student's knowledge in development communication						

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CO2. To understand role of different Government and Non-government Organizations in development communication

*CO3. **T**o introduce need of different communication approaches for different settings*

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Development?	3
CO1	Q.2a	Explain the scope of Development Communication.	3
	Q.2b	Explain the 'Concept and Characteristics of a Community.	3
CO2	Q.3	Analyze in detail the Communication Planning at National, State, Regional, District, Block and Village Levels	6
CO2	Q.4	What do you mean by Traditional Media.	3
CO3	Q.5a	Write a short note on E-Governance.	3
	Q.5b	State the importance of Digital Democracy & E-Chaupal.	3
CO3	Q 6	Examine the Barriers in Development Communication.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Development Communication** /Course code ***MAJMC 403*** is level **2** for the academic year 2018-19.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: MA(J&MC), Corporate Communication & Brand Management
Course Code: MAJMC 404, Credits: 03, Session: 2018-19 (Even Sem.), Class: MAJMC. IV Sem
Faculty Name : Satnaam Singh

A. Introduction: To Understand how corporate communication works..

B. **Course Outcomes:** At the end of the course, students will be able to:

BJM404.1: To provide basic and emerging concepts and principles about better decision-making in Corporate Communication and Brand Management.

BJM404.2: To enable the students to integrate various functions with organizational goals and strategies.

BJM404.3: To provide hands-on training on planning and production of brand and social campaigns.

MAJMC404.4: To provide skills on various relevant software, especially in media planning and production of campaigns.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, and sustainability and allowing them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance Is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves Including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Course Content/Syllabus:

Modules	**Weightage (%)**
Module I: Corporate communication	**30%**
Definition and scope of corporate communication Need, Importance, scope, nature, role and evolution of corporate communications, Functions of Corporate Communication	

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Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement Internal and external audience	
Module II: Corporate Identity	**30%**
Key concepts of corporate identity, corporate identity planning, corporate image, corporate personality Branding the corporate, corporate functions and corporate tools PR vs Corporate Communication	
Module III: Brand Concepts	**20%**
Evolution of Brands, Brands & Products Brand Perspective, Brand Differentiation Brand Positioning, Brand Image Brand Equity, Brand Extension	
Module IV: Branding Strategies	**20%**
Closing Branding Strategies Product Branding, Line Branding, Range Branding Umbrella Branding, Source Double Branding. Endorsement Branding	
Module V: Tools of Corporate & Brand Communication	**20%**
Desktop Publishing (DTP) Corporate Communication through websites, designing of the website. Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report. Types of leaflets, formal and informal invitations, Designing of leaflets, invitations Blogs, Podcasting, chat rooms, social networking sites and current TV: Impact of citizen journalism and "Transparency" on Corporate communications practice	

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipment's
3. Class discussion
4. Field Assignments

E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	**0**	**100%**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Dropdown)	**Class Test**	**Project 1**	**Project2**	**Attendance**	
Weightage (%)	10	5	10	5	70

Text and References

1. Joseph Fernandez, *Corporate Communications A 21st Century Primer.*New Delhi-Response Books.
2. C.S. Rayadu & K.R. Balan, *Principles of Public Relations.* Bangalore-HimalayaPublishing House.
3. CEOs of leading PR Firms. *The Art of Public Relations*. New Delhi, Vision Books.
4. Sharon Gerson, *Technical Writing: Process and Product*, Pearson Education
5. B.N.Ahuja & SS Chhabra, *Advertising & Public Relations*. Delhi, Surjeet Publications.
6. Alison Theaker. *The Public Relations Handbook*. New Delhi-Vikas Publishing House Pvt.Ltd.
7. Scott.M. Cutlip, Allen H.Center. *Effective Public Relations.* New Jersy-Pentice Hall.Books

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition and scope of corporate communication	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
2	Need, Importance, scope, nature, role and evolution of corporate communications,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
3	Functions of Corporate Communication	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam

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	Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy			
4	Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
5	Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
6	Direct marketing, network marketing, Issue management,	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
7	Celebrity endorsement	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
8	Internal and external audience	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
9	Key concepts of corporate identity.	Lecture	MAJMC 404.1	Mid Term-1, Quiz & End Sem Exam
10	Corporate identity planning.	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
11	Corporate image & Corporate personality	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
12	Branding the corporate, corporate functions and corporate tools	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
13	PR vs Corporate Communication	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
14	Evolution of Brands, Brands & Products	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam

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15	Brand Perspective, Brand Differentiation	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
16	Brand Positioning, Brand Image	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
17	Brand Equity& Brand Extension	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
18	Closing Branding Strategies	Lecture	MAJMC 404.2	Mid Term-1, Quiz & End Sem Exam
19	Product Branding	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
20	Line Branding & Range Branding	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
21	Umbrella Branding & Source Double Branding.	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
22	Endorsement Branding	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
23	Desktop Publishing (DTP)	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
24	Corporate Communication through websites	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
25	Designing of website	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
26	Annual Reports: Budget, timing.	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
27	General concepts of the annual report	Lecture	MAJMC 404.3	Mid Term-1, Quiz & End Sem Exam
28	Essentials of designing a report	Lecture	MAJMC 404.4	Mid Term-1, Quiz & End Sem Exam
29	Types of leaflets, formal and informal invitations,	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam

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30	Designing of leaflets, invitations Blogs	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
31	Designing of leaflets, invitations Podcasting	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
32	Designing of leaflets, invitations chat rooms	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
33	Designing of leaflets, invitations social networking sites and current TV:	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
34	Impact of citizen journalism and "Transparency" on Corporate communications practice	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
35	Impact of citizen journalism and "Transparency" on Corporate communications practice	Lecture	MAJMC404.4	Presentation, Quiz & End Sem Exam
36	Revision	Revision	MAJMC404.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1

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											0
MAJMC404.1	To provide basic and emerging concepts and principles concerning better decision making in Corporate Communication and Brand Management	-	**3**	**2**	**3**	-	**1**	-	**3**	-	-
MAJMC404.2	To enable the students to integrate various functions with organizational goals and strategies.	-	-	**1**	**2**	**3**	**3**	**2**	**1**	-	-
MAJMC404.3	To provide hands-on training on planning and production of brand and social campaigns.	-	**3**	**1**	**3**	**2**	**1**	-	**3**	-	-
MAJMC404.4	To provide skills in various relevant software, especially in media planning and production of campaigns.	-	**2**	**1**	**3**	**3**	**2**	**1**	-	-	-

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Sample Question Paper

Amity School of Communication **MID-SEMESTER(SEM–4) 2018-19**						
Class: MAJMC-4th Semester						
Subject Name: Corporate Communication & Brand Management MA JMC 404		Time: 1:30 Hrs		**Max.Marks:30**		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to

CO1: To provide basic and emerging concepts and principles in relation to better decision-making in Corporate Communication and Brand Management

CO2: To enable the students to integrate various functions with organizational goals and strategies.

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss the different elements of corporate communication.	3
CO1	Q.2a	List down the difference between logo, identity, and image.	3
	Q.2b	Outline the Functions of Corporate Communication.	3
CO2	Q.3	Explain the term Brand Positioning and its importance in advertisement.	6
CO2	Q.4	List down key features of DTP.	3
CO2	Q.5a	Explain the difference between Umbrella Branding and Endorsement Branding.	3
	Q.5b	Outline the different features of podcasting.	3
CO2	Q6	Differentiate between direct marketing and network marketing.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level2
Level	3	IF 80% of students secure more than 60% marks then level3

Course outcome: Based on the internal and external assessment the level of Course outcome attainment of the ***course Corporate Communication and Brand Management/Course code JMC 404 is level 2 for the academic year 2018-19.***

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Course Handout
Course Name: **News Room Practices**
Course Code: MA JMC 405, Credits: 3 Session: 2018-2019 Class: MA J&MC IV Semester
Faculty Name: Mr Ashish Sharma

A. **Introduction:** "Newsroom Practices" hones students' skills in news presentation and newsroom operations, focusing on the dynamic world of broadcast journalism. Participants will master the art of credible news delivery while gaining insights into newsroom dynamics, editorial processes, and collaborative practices.

B. **Course Outcomes:** At the end of the course, students will be able to:
MAJMC 405.1. To understand the newsroom practices.
MAJMC 405.2. To understand each department involved, in a newsroom.
MAJMC 405.3. To enable students, to apply their skills to functioning attributes.
MAJMC 405.4. To become aware of the inside picture of the industry.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, and sustainability and allowing them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I	**35%**
Descriptors/Topics TV newsroom structure Process of broadcast of a news report Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational, health, sports INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live, guest coordination, forward plan, day plan. Desk output: rundown, ticker, planning, prep, video editing, graphics. PCR: switcher, sound, play out, CG, Teleprompter MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management. TV AT HOMES: TVcentre , teleport, satellite, downlinking to MSO,DTH platform, home. Research: News research, SIT, RTI Archive/library-tagging, description, archiving	

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Monitoring: keeping watch on other channel	
Module II	**30%**
Descriptors/Topics News collection from field:Reporter, Stringer, sources, other channels, newspapers, news agency, citien journalists/active viewers Thought process of working on a report: Research, data collection, expert advice, byte, shots, Collecting information, shots and bytes/ counter bytes, on location shoot, PTC's:definition, concept, types, requirement LIVE: deferred, on location, actual, impact on viewers, team involved. Coordination with output and ingest role of input	
Module III	**35%**
Descriptors/Topics Role of output Role of each personnel at the desk Coordination with different reporters at various locations. Scriptwriting and making of a package. Rundown and its contents. Requirements of a story update and deciding on the contents of a bulletin Programming according to time requirement	
Module IV	
Descriptors/Topics Aesthetics of screen presentation Montage, Sting, Promos Coordination with the PCR Studio: connection with PCR, PANEL DISCUSSION, talk shows, debates, news bulletins STUDIO SETUP, Multi-cam, single cam, technical requirement, multi-location, live broadcast HOW BROADCAST TAKES PLACE	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

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F. Text Reading:

1. The Broadcast Journalism Handbook: A Television News Survival Guide By Robert Thompson, Cindy Malone
2. News Casting in Electronic Media, by Mohan Sundara Rajan
3. On Camera: How to Report Anchor and Interview by Nancy Reardon
4. Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia, Terry Anzur
5. Presenting Magically: Transforming Your Stage Presence with Nlp by Tad James, David Shephard
6. Swati Chauhan and Navin Chandra., Foundations of News and Journalism, Kanishka Publishers, Delhi, 2005
7. N.C. Pant., Modern Journalism: Principles & Practices, Kanishka Publishers, Delhi, 2004

References

1. The ABC of News Anchoring By Richa Jain Kalra
2. Watching Various International/National News Channels regularly

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	TV newsroom structure Process of broadcast of a news report	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
2	Reporting: types of reporting (beats)-political, social, business, entertainment, crime, educational, health, sports	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
3	INGEST: feed, FTP, Recording Assignment/input: news gathering, phono, live , guest coordination, forward plan, day plan.	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
4	Desk output: rundown, ticker, planning, prep, video editing, graphics	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
5	PCR: switcher, sound, play out, CG, Teleprompter	Lecture	MAJMC 405.1	Mid Term-1, Quiz & End Sem Exam
6	MCR: scheduling of programmes, scheduling of advertisements, time management, content crisis management	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
7	TV AT HOMES: TVcentre , teleport, satellite, downlinking to MSO,DTH platform, home.	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
8	Research: News research, SIT, RTI	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
9	Archive/library-tagging, description, archiving Monitoring: keeping watch on other channel	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
10	News collection from field:Reporter, Stringer, sources, other channels, newspapers, news agency, citien journalists/active viewers	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam
11	Thought process of working on a report: Research, data	Lecture	MAJMC 405.2	Mid Term-1, Quiz & End Sem Exam

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	collection, expert advice, byte, shots,			
12	PTC's: definition, concept, types, requirement	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
13	Collecting information, shots, and bytes/ counter bytes, on location shoot,	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
14	LIVE: deferred, on location, actual, impact on viewers, team involved.	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
15	Coordination with output and ingest role of input	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
16	Role of output .	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
17	Role of each personnel at the desk	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
18	Coordination with different reporters at various locations	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
19	Coordination with different reporters at various locations	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
20	Script writing and making of a package.	Lecture	MAJMC 405.3	Mid Term-1, Quiz & End Sem Exam
21	Rundown and its contents.	Lecture	MAJMC 405.3	Mid Term-2, Quiz & End Sem Exam
22	Requirements of a story update and deciding on the contents of a bulletin	Lecture	MAJMC 405.3	Mid Term-2, Quiz & End Sem Exam
23	Requirements of a story update and deciding on the contents of a bulletin	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
24	Programming according to time requirement	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
25	Aesthetics of screen presentation	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
26	Montage	Lecture	MAJMC	Mid Term-2,

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			405.4	Quiz & End Sem Exam
27	Sting & Promo	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
28	Coordination with the PCR Studio: connection with PCR.	Lecture	MAJMC 405.4	Mid Term-2, Quiz & End Sem Exam
29	Coordination with the PCR Studio: connection with PCR.	Lecture	MAJMC 405.4	Quiz & End Sem Exam
30	PANEL DISCUSSION, talk shows, debates, news bulletins	Lecture	MAJMC 405.4	Quiz & End Sem Exam
31	INGEST: Feed, FTP, Video Editing, Graphics, PCR	Lecture	MAJMC 405.4	Quiz & End Sem Exam
32	Recording, Desk Output	Lecture	MAJMC 405.5	Quiz & End Sem Exam
33	STUDIO SETUP, Multi cam, single cam, technical requirement, multi-location, live broadcast	Lecture	MAJMC 405.5	Quiz & End Sem Exam
34	STUDIO SETUP, Multi cam, single cam, technical requirement, multi-location, live broadcast	Lecture	MAJMC 405.5	Quiz & End Sem Exam
35	HOW BROADCAST TAKES PLACE	Lecture	MAJMC 405.5	Quiz & End Sem Exam
36	Revision	Revision	MAJMC 405.5	Revision

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 405.1.	To understand the newsroom practices.	3	3	1	3	1				2		2	1			
MAJMC 405.2.	To understand each department involved, in a newsroom.	3	2	2	2	2				2		1	1			
MAJMC 405.3.	To enable students, apply their skills on functioning attributes.	3	2	2	2	2				3		3	1			
MAJMC 405.4.	To become aware of the inside picture of the industry	3	3	2	3	2				1		2	1			

Sample Question Paper

Sample **Amity School of Communication** **2018-19**						
Class: MA J&MC Newsroom Practices **IV Semester**						
Subject Name: **Anchoring and News Room Practices**		Time: 1:30 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

Student will be able to:
CO 1 - To understand the newsroom practices.
CO 2 - To understand each department involved, in a newsroom.
CO 3 - To enable students, apply their skills on functioning attributes.
CO 4 - To become aware of the inside picture of the industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is good diction important in anchoring?	3
CO1	Q.2	How does an anchor's appearance contribute to program success?	3
	Q.3	What challenges do anchors face during live broadcasts?	3
CO2	Q.4	How does anchoring differ in celebrity interviews compared to political interviews?	6
CO2	Q.5	Name two techniques for effective voice modulation in news anchoring.	3
CO3	Q.6	Identify challenges in anchoring talent shows and briefly explain.	3
	Q.7	What's crucial when anchoring sports shows, especially in post-match analyses?	3
CO4	Q.8	Briefly describe the stages of a newsroom workflow from information intake to broadcast.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Newsroom Practices /Course code MAJMC 405*** is level 3 for the academic year 2018-19.

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Course Handout
Course Name: **Media Globalization**
Course Code: MAJMC 406, Credits: 3 Session: 2018-19 Class: MA J&MC IV Semester
Faculty Name: Mr Ashish Sharma

A. **Introduction:** This course will help students to understand the globalise news media to shape perceptions of global and local reality. They will examine the extent to which the growing access to information from every corner of the globe fosters reporting that accurately reflects global and local realities.

B. **Course Outcomes:** At the end of the course, students will be able to:

1. MAJMC 406.1. Demonstrate understanding of the influence of business pressure on news operations in market-driven/influenced media systems.
2. MAJMC 406.2. To Demonstrate an awareness of the emergence of "new voices" in the global media.
3. MAJMC 406.3. To Identify and demonstrate an understanding of the mechanisms by which governments, intelligence agencies, political parties, and businesses influence the framing of news.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, and sustainability and allowing them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I	**25%**
Descriptors/Topics Issues in international communication. Mass Communication prompted cultural Imperialism. Effects of globalization on media systems transnational media ownership Digital divide in the world: Information control by developed countries. Digital divide between developed and developing countries. Use of information for strengthening neo-imperialism	
Module II	**25%**
Descriptors/Topics Media Moguls and Political Economy of world media Media conglomerates and monopolies: Ted Turner/Rupert Murdoch The American & Chinese media system Internet and an Informed Society Wikipedia, Blogs and SMS: Privacy, Intellectual Property	

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Concept of global media with a backpack journalist	
Module III	**25%**
Descriptors/Topics **The Evolving global media system** Ownership of media: national and international Origin of cable and satellite Media Industry News Agencies: Reuters, AFP, AP,PTI, UNI, ANI. Bilateral, multilateral and regional information cooperation Non-Aligned News Agency Pool- information exchange under NAM Saarc Audio-Visual Exchange (SAVE)- information exchange under SAARC	
Module IV	**25%**
Descriptors/Topics Three Case Studies: Arab Spring, America at War, Iraq and Vietnam Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood, Booming Indian Market of Indian Entertainment : Copy of TV hybrids of global programmes KBC/Big Boss/Others	

Pedagogy for Course Delivery:

1. Class lectures
2. Class presentations
3. Class discussion
4. Field Assignments
5. Screening of documentaries related with the subject.
6. Guest lecturers from field experts

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

Lab/ Practical/ Studio Assessment: NA

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Text & References:

(i) Daya KishanThussu. International Communication: Continuity and Change, Oxford University, Press ,2003.

(ii) Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.

(iii) Communication and Society, Today and Tomorrow " Many Voices One World" Unesco Publication, Rowman and Littlefield publishers, 2004.

(iv) Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.

(v)Daya KishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.

(vi) Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.

(vii) Lee Artz and Yahya R. Kamalipor, The Globalization of Corporate Media Hegemony, New York Press,2003.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Issues in international communication.	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
2	Mass Communication prompted cultural Imperialism.	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
3	Effects of globalization on media systems transnational media ownership	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
4	Digital divide in the world: Information control by developed countries.	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
5	Digital divide between developed and developing countries.	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
6	Digital divide between developed and developing countries.	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
7	Use of information for strengthening neo-imperialism.	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
8	Media Moguls of world media	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
9	Political Economy of world media	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
10	Media conglomerates	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
11	Media Monopolies:	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
12	Media conglomerates and monopolies: Ted Turner/Rupert Murdoch	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
13	The American & Chinese media system	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
14	Internet and an Informed Society	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
15	Wikipedia, Blogs and SMS: Privacy, Intellectual Property	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam

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16	Wikipedia, Blogs and SMS: Privacy, Intellectual Property	Lecture	MAJMC 406.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of global media with a backpack journalist	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
18	Concept of global media with a backpack journalist	Lecture	MAJMC 406.3	Mid Term-1, Quiz & End Sem Exam
19	**The Evolving global media system**	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
20	Ownership of media: national and international	Lecture	MAJMC 406.1	Mid Term-1, Quiz & End Sem Exam
21	Origin of cable and satellite Media Industry	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
22	News Agencies: Reuters, AFP, AP & PTI,	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
23	News Agencies: UNI &, ANI.	Lecture	MAJMC 406.3	Mid Term-2, Quiz & End Sem Exam
24	Bilateral, multilateral and regional information cooperation	Lecture	MAJMC 406.3	Mid Term-2, Quiz & End Sem Exam
25	Non-Aligned News Agency Pool- information exchange under NAM Saarc	Lecture	MAJMC 406.1	Mid Term-2, Quiz & End Sem Exam
26	Non-Aligned News Agency Pool- information exchange under NAM Saarc	Lecture	MAJMC 406.1	Mid Term-2, Quiz & End Sem Exam
27	Audio-Visual Exchange (SAVE)-	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
28	Information exchange under SAARC	Lecture	MAJMC 406.2	Mid Term-2, Quiz & End Sem Exam
29	Case Studies	Lecture	MAJMC 406.3	Quiz & End Sem Exam
30	Case Studies: Arab Spring	Lecture	MAJMC 406.3	Quiz & End Sem Exam
31	Case Studies: America at War,	Lecture	MAJMC 406.1	Quiz & End Sem Exam

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32	Case Studies: Iraq and Vietnam	Lecture	MAJMC 406.1	Quiz & End Sem Exam
33	Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood, Booming Indian	Lecture	MAJMC 406.1	Quiz & End Sem Exam
34	Market of Indian Entertainment	Lecture	MAJMC 406.2	Quiz & End Sem Exam
35	Copy of TV hybrids of global programmes KBC/Big Boss/Others	Lecture	MAJMC 406.2	Quiz & End Sem Exam
36	Revision	Revision	MAJMC 406.3	Revision

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MAJMC 406.1.	Demonstrate understanding of the influence of business pressure on news operations in market-driven/influenced media systems.	3	3	1	3	1				2		2	1	3	1	3
MAJMC 406.2.	To Demonstrate an awareness of the emergence of "new voices" in the global media.	3	2	2	2	2				2		1	1	2	2	2
MAJMC 406.3.	To enable students, apply their skills on functioning attributes.	3	2	2	2	2				3		3	1	2	2	2

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Sample Question Paper

Sample **Amity School of Communication** **2018-2019**						
Class: MA J&MC Newsroom Practices **IV Semester**						
Subject Name: **Media Globalization**		Time: 1:30 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

Students will be able to:
CO 1 - To understand the influence of business pressure on news operations in market-driven/influenced media systems.
CO 2 - To enhance awareness about the emergence of "new voices" in the global media.
CO 3 - To Identify and demonstrate an understanding of the mechanisms by which governments, intelligence agencies, political parties, and businesses influence the framing of news.

CO Map	Question No.	Question	Marks
CO1	Q.1	List down a few Issues in international communication.	3
CO1	Q.2	Briefly explain PTI and UNI.	3
	Q.3	Explain the effects of globalization on media systems across the world.	3
CO2	Q.4	Write a short note about the Non-Aligned News Agency Pool.	6
CO2	Q.5	Elaborate the concept of global media with a backpack journalist.	3
CO3	Q.6	Identify challenges in the Chinese media system as compared to the Indian media system.	3
	Q.7	Write a short note about the concept of Media conglomerates.	3
CO3	Q.8	Differentiate the concept of the Digital divide between developed and developing nations.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Globalization** ***/Course code MA JMC 406*** is level 3 for the academic year 2018-19.

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Amity School of Communication
Course Handout
Course Name : Communication Théories and Model
Course Code : JMC 101, Crédits : 3, Session : 2019-20 (Odd), Class BAJMC Ist Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- JMC-101.1- Students will gain a profound grasp of key concepts in communication and mass communication, providing a solid foundation for analyzing and interpreting diverse communication phenomena.
- JMC-101.2- The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication.
- JMC-101.3- They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.
- JMC-101.4- This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts
- JMC-101.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Introduction to Communication and Mass Communication	**25 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Models and Theories	**30%**
Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification; Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach,Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario; Application of communication models,examples and case studies.	
Module III: Traditional Media	**20 %**

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Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	
Module IV: New Trends in Mass Communication	**25 %**
Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations, Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, New Media Technology: Concept & Scope	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

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E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Communication: Concept, Definition, Elements;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
4	Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
5	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
6	Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
7	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication.	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam

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	Importance of mass communication,			
8	Process and elements of communications;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
9	Levels of communication; Barriers to effective communication;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
10	Future of communication studies; Forms and Functions of communication	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
11	Process and elements of communications;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
12	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
13	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
14	Communication models: Definition; Scope and Purpose of Models; Communication models;	Practical	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
15	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Practical	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
16	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
17	Introduction to traditional	Lecture	JMC	Mid Term-

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	media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art		101.2	1, Quiz & End Sem Exam
18	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
20	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
21	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam

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22	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
23	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
24	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
26	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
27	; Case studies of each	Lecture	JMC	Mid Term-

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	form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario		101.3	2, Quiz & End Sem Exam
28	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
29	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
30	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
31	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
32	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam

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	the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam
35	Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication,	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam
36	Globalization and Mass Media, New Media Technology: Concept & Scope	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 101.1	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
JMC 101.2	The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication interpreting diverse communication phenomena	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
JMC 101.3	Students will interpret the challenges and solutions of the radio industry They will develop the ability to discern and interpret media messages,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	fostering a more informed and discerning perspective. .															
JMC 101.4	This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC 101.5	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2019-20						
Class: BAJMC.I Semester						
Subject Name: JMC 101: Communication Theories and Models		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept from communication theories and provide a real-life example illustrating its application in interpersonal interactions.	3
CO1	Q.2a	Explain the role of media literacy in effectively applying communication theories and models, emphasizing how strong media literacy skills impact the interpretation of mass communication messages.	3
	Q.2b	Analyze the impact of a chosen communication model or theory on shaping media content, focusing on how it influences the creation, reception, and interpretation of messages.	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development.	6
CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	Explore how media literacy enhances the application of communication theories in interpreting mass communication messages.	3
	Q.5b	Identify a specific element in mass communication processes and discuss its role in shaping communication dynamics	3

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CO2	Q 6	Analyze the impact of a chosen communication model or theory on shaping media content and influencing message interpretation.	6

Attainments		Rubric
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Theories and Models*** /Course code ***JMC-101*** is level 2 for the academic year 2019-2020.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : History and Growth of Media in India
Course Code : JMC 102, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : BA (J&MC) 1st Semester
Faculty Name : Siddharth Sharma

A. **Introduction:** *The course aims at instructing students about History and Mass Media in India. This paper will introduce the students about the different phase of Journalism in India.*

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC 102.1 Students will able to learn the early stage of media followed by different types of media used in early days.
- JMC 102.2 Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India
- JMC 102.3: Students will be able to describe the history of press in India during the colonial era.
- JMC 102.4: Students will be able to discuss the developments of the press post-independence.
- JMC 102.5: Students will learn the historical aspects of media industry in India.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Course Contents/Syllabus:	Weightage (%)
Module I: Early Stages of Media	
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	**20 %**
Module II: History of Newspapers	
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; The Phase of Political Awakening: Bhartendu Harishchandra, Mahveer Prasad Dwivedi etc.; The Phase of National Movement: Madan Mohan Malviya, Ganesh Shankar Vidyarithi, Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	**30%**
Module III: English & Other Language Press in India	
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, SurendranathBanarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	**20 %**
Module IV: Growth of Media in 20th Century & Current Scenario	
Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, Digitalization, DTH; Brief History of Television, Growth of Television in India & Doordarshan, Advent of Private Channels in India, Present State of TV Journalism in India	**30%**

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- History of Indian Journalism – J. Natrajan, Prakashan Vibhag, 2002
- Journalism in India - Rangaswami Parthasarthy, Sterling Publishers, 2007
- India's Newspaper Revolution, Robin Jeffrey, Oxford, 2000
- Headlines from Hindi Heartland, Savanthy Nanon, Sage Publication, 2007

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G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Oral Traditions of Story-Telling since Early Civilization	*Lecture*	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Traditional Media	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
3	Theatre/Drama,	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
4	*Folk and Tribal Art, Local Fairs*	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Tales & Folklore	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
6	Relationship with the Society	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
7	Innovation of Printing Press	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
8	Music, Dance/Ballads	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
9	Puppetry	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
10	James August Hicky and early Newspapers of Calcutta	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
11	Madras and Bombay; James Silk Buckingham	Lecture	JMC 102.2	Mid Term-1, Quiz &

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				End Sem Exam
12	Role and Contribution; The Phase of Social Awareness	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
13	Raja Ram Mohan Roy, Uddant Martand etc	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom Struggle of 1857 and Role of Indian Press	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
15	The Phase of Political Awakening: Bhartendu Harishchandra	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
16	Mahveer Prasad Dwivedi etc	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
17	The Phase of National Movement: Madan Mohan Malviya	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
18	Ganesh Shankar Vidyarithi	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
19	Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
20	Important English News Papers and Their Contributions	Lecture	JMC 102.3	Mid Term-1, Quiz & End Sem Exam
21	Prominent Journalists :Sri Arbindo	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
22	Mahatma Gandhi, Shishir Kumar Ghosh	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
23	Surendranath Banarjee, Sadanand	Lecture	JMC 102.3	Presentation, Quiz & End

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				Sem Exam
24	English Press and Freedom Struggle	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
25	Other Indian Language Journalism	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
26	An Overview: Bangla, Marathi	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
27	An Overview: Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
28	Nehru Era and the Transition Phase (1947-1974),	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
29	Indian Press during Emergency and thereafter (1975-1990)	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
30	Era of Globalization and Indian Press (1991 onwards)	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
31	Citizen Journalism, Social Media, Convergence and Co-existence	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
32	History of Radio, Current Trends in Radio: FM Broadcasting	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
33	Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
34	Digitalization, DTH; Brief History of Television	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
35	Growth of Television in India & Doordarshan, Advent of Private Channels in India	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
36	Present State of TV	Lecture	JMC	Presentation

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	Journalism in India		102.5	on, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group cutting of historical papers and historical broadcast of Indian radios.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 102.1	Students will able to learn the early stage of media followed by different types of media used in early days.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
JMC 102.2	Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India.	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-
JMC 102.3	Students will be able to describe the history of press in India during the colonial era.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
JMC 102.4	Students will be able to discuss the developments of the press post	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-

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	independence															
JMC 105.5	Students will learn the historical aspects of media industry in India.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM-I) 2019-20						
Class: BAJMC- 1st semester						
Subject Name: JMC 102: History and Growth of Media in India		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: Students will able to learn the early stage of media followed by different types of media used in early days.CO2: Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India. .						

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss different types of media used in early ages.	3
CO1	Q.2a	How does the editorial department operate in a newspaper?	3
	Q.2b	Address the innovation of printing press and its affect on development of Newspaper.	3
CO2	Q.3	Discuss the role of newspapers before the independence era	6
CO2	Q.4	Discuss the contribution of different leaders who worked for the upliftment of press.	3
CO2	Q.5a	What do you understand about The Press Commission?. Also discuss their recommendations	3
	Q.5b	What do you understand by the phase of social awareness?	3
CO2	Q 6	Briefly discuss the freedom struggle of 1857 and the	6

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		role of media in that.	

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***History and Growth of Media*** /Course code ***JMC 102*** is level **3** for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Fundamentals of Advertising
Course Code : JMC 103 Crédits : 03 Session : 2019-2020 , Class : BAJMC Semester Ist
Faculty Name : Dhruv Sabharwal

A. Introduction: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 103 .1.Identify and define the advertising concepts
JMC 103 .2. Review the advertising media.
JMC 103 .3. Analyze the Indian advertising scenario.
JMC 103 .4. Distinguish between advertising and marketing.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

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[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus: Paste Syllabus of your course

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Module I Introduction to Advertising	Weightage
Concept of advertising: Definitions and Meaning; Evolution and development of advertising; Advertising process and its participants; Functions of advertising ; AIDA, DAGMAR; Overview and scope of advertising industry in India; AD Terminology	**30%**
Module II Advertising as a component of marketing	
Concept of Integrated Marketing Communication (IMC); Marketing Plan Advertising and its relationship with other tools of marketing; Introduction to STP	**25%**
Module III Classification of advertising	
Advertising Media (ATL,BTL); Classification on the basis of: Audience, Media, Advertiser and Area; Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising	**30%**
Module IV Social, Legal and ethical aspects of Advertising	
Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954; Cable Television Network Act; Patents Act, 1970; Drugs & Cosmetics Act, 1940; Emblems & Names Act, 1950; Trademarks Act, 1999; Copyright Act, 1957; Indecent Representation of Women Act, 1986; Prasar Bharti Act, 1990	**15%**

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, OxfordUniversity Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' TataMc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "*Integrated Advertisements, Promotion and Marketingcommunication*", Prentice Hall of India, New Delhi, 2003.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
2	Different Definitions and meaning	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
3	Evolution and development of advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
4	Advertising process and its participants	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
5	Function of Advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
6	AIDA and DAGMAR	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
7	Overview and Scope of advertising industry in India	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
8	Ad terminology	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
9	Concept of Integrated Marketing Communication.	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
10	Uses of IMC in ad world	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
11	Marketing Plan Advertising	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
12	Marketing plan Advertising and its relationship with other tools of marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
13	Introduction to STP	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem

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				Exam
14	How to use advertising as a tool of marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
15	Case study related to Marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
17	Advertising in Digital World	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
18	Case Studies	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Marketing Concept	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
20	ATL, BTL	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
21	Classification on the basis of: Audience,	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
22	Classification on the basis of: Advertiser	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
23	Classification on the basis of: Media	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
24	Special purpose advertising: Green advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
25	Advocacy advertising, Comparative advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
26	Generic advertising, Public Service advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
27	Corporate Image Advertising, Covert Advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
28	Surrogate Advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam

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29	Advertising and Social Responsibility	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
30	Self Regulatory system for control on advertising in India (ASCI)	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
31	ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
32	Emblems & Names Act, 1950; Trademarks Act, 1999	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
33	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
34	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
35	Prasar Bharti Act, 1990	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
36	Legal Ethics in advertising	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC 103 .1	Identify and define the advertising concepts	3	3	1	3	1				2		2	1

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JMC 103 .2	Review the advertising media.	3	2	2	2	2				2		1	1
JMC 103 .3	Analyze the Indian advertising scenario.	3	2	2	2	2				3		3	1
JMC 103 .4	Distinguish between advertising and marketing.	3	3	2	3	2				1		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2019-2020						
Class: BAJMC 1 Semester						
Subject Name: JMC 103 Fundamentals of Advertising		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the term Advertising, Discuss its evolution and development.	3
CO1	Q.2a	What do you understand by AIDA, DAGMAR?	3
	Q.2 b	Discuss the relation of ads with other mediums.	3
CO2	Q.3	What do you understand by IMC	6

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CO2	Q.4	Discuss the scope of advertising in India.	3
CO2	Q.5a	What do you understand by ATL and BTL?	3
	Q.5 b	What are different types of advertising	3
CO2	Q 6	Make an ad campaign for any Indian Ad.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **FUNDAMENTALS OF ADVERTISING** /Course code ***JMC 103*** is level **2** for the academic year 2019-2020.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

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Course Handout
Course Name : Fundamentals of Print Journalism
Course Code : JMC 104, Crédits: 2 Session : 2019-2020 Class : BA J&MC I
Faculty Name : Satnaam Singh

A. Introduction: "Fundamentals of Print Journalism is a comprehensive course that delves into the core principles of print media, equipping students with essential skills in news writing, reporting, and editing. Through practical insights and theoretical foundations, this course provides a solid foundation for aspiring journalists navigating the dynamic landscape of print journalism."

B. Course Outcomes: At the end of the course, students will be able to:

JMC 104.1 Enable students to understand basic concepts of news and the news process.
JMC 104.2 Help students to understand print media industry from a journalistic perspective
JMC 104.3 Help students to analyses about the current scenario and scope of media industry in India.
JMC 104.4 Equip students with the ability to craft clear, concise, and compelling news stories adhering to journalistic standards.
JMC 104.5 Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Course Contents/Syllabus:

Course Contents/Syllabus:	Weightage
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
- Garcia, Mario R(1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.

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- Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associate Press, USA.
- George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi
- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers.
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	News: Meaning, Definition, Nature	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
2	News: Meaning, Definition, Nature	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
3	News Value	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
4	Basic elements of News	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
5	Hard and Soft News	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
6	Organizing the news structure	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
7	5 Ws & I H	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
8	Inverted Pyramid	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
9	The news process	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
10	from the event to the reader (360 degrees news)	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
11	objectivity (bias) and subjectivity	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
12	News Sources	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
13	Credibility	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the news angle (Understanding the audience) Crafting the body	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
15	Writing the ending	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
16	News formats	Lecture	JMC	Mid Term-1,

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			104.4	Quiz & End Sem Exam
17	Interpretative, Investigative	Lecture	JMC 104.4	Mid Term-1, Quiz & End Sem Exam
18	Sources of Information Interviewing	Lecture	JMC 104.5	Mid Term-1, Quiz & End Sem Exam
19	Process & Skills	Lecture	JMC 104.4	Mid Term-1, Quiz & End Sem Exam
20	Research for Interviews	Lecture	JMC 104.5	Mid Term-1, Quiz & End Sem Exam
21	Changing practices- speed, circulation and viral networking	Lecture	JMC 104.4	Mid Term-2, Quiz & End Sem Exam
22	Basic journalism terminology	Lecture	JMC 104.3	Mid Term-2, Quiz & End Sem Exam
23	The Newspaper organization	Lecture	JMC 104.1	Mid Term-2, Quiz & End Sem Exam
24	Various departments and their role	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
25	The editorial set-up	Lecture	JMC 104.1	Mid Term-2, Quiz & End Sem Exam
26	Role and responsibility of journalists	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
27	Role of sub-editors	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
28	Equation between reporters and sub-editors	Lecture	JMC 104.3	Mid Term-2, Quiz & End Sem Exam
29	Basics of editing	Lecture	JMC 104.2	Quiz & End Sem Exam
30	Meaning, Purposes, Symbols, Tools, Lead, body, Paragraphing	Lecture	JMC 104.1	Quiz & End Sem Exam
31	Grammar & Punctuation;	Lecture	JMC 104.	Quiz & End Sem Exam
32	Proof Reading; Headline /writing.	Lecture	JMC 104.2	Quiz & End Sem Exam
33	Daily National and	Lecture	JMC	Quiz & End Sem

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	International News (newspapers, radio & TV);		104.2	Exam
34	Background of Important news;	Lecture	JMC 104.3	Quiz & End Sem Exam
35	Thumbnail sketches of chief personalities figuring in current news reports;	Lecture	JMC 104.4	Quiz & End Sem Exam
36	Analyzing daily Current News	Lecture	JMC 104.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 104.1.	Enable students to understand basic concepts of news and the news process.	3	3	1	3	1				2		2	1	2	2	1
JMC 104.2.	Help students to understand print media industry from a journalistic perspective	3	2	2	2	2				2		1	1	2	1	1
JMC 104.3.	Help students to analyses about the current scenario and scope of media industry in India.	3	2	2	2	2				3		3	1	3	3	1
JMC 104.4.	Equip students with the ability to craft clear, concise, and compelling news stories	3	3	2	3	2				1		2	1	1	2	1

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	adhering to journalistic standards.															
JMC 104.5	Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.	2	2	1	2	3				2		2	1	2	1	2

Sample Question Paper

Sample Amity School of Communication 2019-2020						
Class: BA J&MC **Fundamentals of Print Journalism** I Semester						
Subject Name: **Fundamentals of Print Journalism**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define news and discuss its essential characteristics.	6
CO1	Q.2	Identify the news value and outline the basic elements of news.	6
	Q.3	Explain the organization of news using the 5 Ws & 1 H and the concept of the inverted	6

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		pyramid.	
CO1	Q.4	Describe the process of writing an effective lead in news journalism.	6
CO2	Q.5	Explain how journalists decide on the news angle and the importance of understanding the audience.	6
CO2	Q.6	Define basic journalism terminology and discuss the structure of a newspaper organization.	6
	Q.7	Discuss the process and skills involved in conducting interviews, including research.	10
CO2	Q.8	Explore how changing practices, including speed, circulation, and viral networking, impact news reporting.	10
CO3	Q.9	Describe the process of proofreading and discuss the techniques for writing effective headlines.	10
CO3	Q.10	Analyze the relevance and importance of daily national and international news. Discuss the background of significant news and key personalities.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Print Journalism**/Course code ***JMC 104*** is level **3** for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to Visual Communication
Course Code : JMC 105, Crédits : 02, Session : 2019-2020 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: *Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon*

B. Course Outcomes: At the end of the course, students will be able to:

- JMC105.1: The students would be able to understand Visual communication as an integral part of human communication.
- JMC105.2: Students will learn the basic of visual communication with respect to different mediums and their usage.
- JMC105.3: students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.
- JMC105.4: students will learn about different theories related to visual communication.
- JMC105.5: Students will thee understand the application of index and symbols in daily life.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %

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Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Module I: Introduction to Visual Communication	**Weightage**
efining an image and visual communication (VC), VC as integral part of human communication, Human Vision and 2 dimensional images, uman beings have highly developed seeing rather than hearing abilities , Historical trends and developments: from painting, installation art; sual Information: how human body receives information: senses, brain, stimuli, heart, and body parts	**35%**
Module II: Basics of Visual Communication	**35%**
ontemporary applications: Cartography, Spatial analysis, Graphics, Visual Perception and Analytics, Advertising, Politics, Entertainment, Business etc; edium: digital, paper, electronic, mobile communication; Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc; Principles of design: contrast, harmony, proportion, balance, and movement.	
Module III: Power, Visual Representation & Society	**30%**
estalt and principals of gestalts; Semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, Intellect, and the Mind; Concept of Gaze: Desire, Voyeurism, Critique of Male Gaze, and interactive gaze, Masculine and Feminine Identities; xperience of Images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images: video's sensation, dreams, and Manipulation; Film's logic and rhetoric; Advertising image's shock and seduction; Political image's public image, Public relations, and Propaganda; and Media image's persuasion and violence	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**

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Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

Text Reading:

- Lester, E (2000) Visual Communication: Image with messages.
- Visual Elements of Arts and Design (1989) Longman Porter.
  Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining an image and visual communication (VC)	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
2	VC as integral part of human communication	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
3	Human Vision and 2 dimensional images	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
4	Human beings have highly developed seeing rather than hearing abilities	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
5	Historical trends and developments: from painting	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
6	installation art, Visual Information	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
7	how human body receives information	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
8	senses, brain, stimuli, heart, and body parts	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
9	Contemporary applications: cartography, spatial analysis	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
10	graphics, visual perception and analytics	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam

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11	advertising, politics, entertainment, business	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
12	Medium: digital, paper, electronic	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
13	mobile communication; Elements: line, shape, colour, space	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
14	form, depth, texture, light & shade, dimension, grey-scale, interactions of elements	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
15	continuity, and & proximity etc; Principles of design: contrast	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
16	harmony, proportion, balance, and movement	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
17	Gestalt and principals of gestalts; Semiotics and cognitive	Lecture	JMC105.3	Presentation, Quiz & End Sem
18	which are perceptual, are more advanced modern theories that involve signs	Lecture	JMC105.3	Presentation, Quiz & End Sem
19	intellect, and the mind; Concept of gaze: desire, voyeurism	Lecture	JMC105.4	Presentation, Quiz & End Sem
20	critique of male gaze, and interactive gaze, masculine and feminine identities	Lecture	JMC105.4	Presentation, Quiz & End Sem
21	Experience of images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images	Lecture	JMC105.4	Presentation, Quiz & End Sem Exam
22	video's sensation, dreams, and manipulation; film's logic and rhetoric	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam
23	advertising image's shock and seduction; political image's public image,	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam
24	public relations, and propaganda; and media image's persuasion and violence	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam

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Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group, historical news articles.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 105.1	The students would be able to understand Visual communication as an integral part of human communication.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
JMC 105.2	Students will learn the basic of visual communication with respect to different mediums and their usage.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
JMC 105.3	students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
JMC 105.4	students will learn about different theories related to visual communication.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
JMC 105.5	Students will thee understand the application of index and symbols in daily life.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2019-2020						
Class: BA(JMC) I Semester						
Subject Name: JMC 105 Introduction to Visual Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: The students would be able to understand Visual communication as an integral part of human communication
CO2: Students will learn the basic of visual communication with respect to different mediums and their usage

CO Map	Question No.	Question	Marks
CO 1	Q.1	What do you understand by Visual Communication?	3
CO 1	Q.2a	What do you understand by Cartography?	3
	Q.2b	Define gaze theory.	3
CO 2	Q.3	What are your thoughts on light..	6
CO 2	Q.4	What is the contribution of Charles sanders Peirce and Ferdinand De Saussure on semiotics.	3
CO 2	Q.5a	Define avant-garde theory	3
	Q.5b	Draw a poster of any thriller movie you want to make as a director	3
CO 2	Q 6	Shed some light on the theory of constructivism	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Visual Communication*** /Course code ***JMC 105*** is level 3 for the academic year 2019-2020.

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Amity School of Communication
Course Handout
Course: BAJMC , State and Politics
Course Code : JMC 106, Crédits : 02, Session: 2019-2020 (Odd Sem.), Class : BAJMC. 1st Year
Faculty Name : Mr. Ashish Sharma

A. Introduction: This course is meant to examine the dynamic interplay between state institutions and political processes, fostering an understanding of political systems, power structures, and the impact of governance on society and individual rights.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 106.1: Students will be able to identify forms of government, coalitions and alliances

JMC 106.2: Students will be able to analyze political issues in the overall context of the Indian Constitution.

JMC 106.3: Understanding the functioning of different assembly and to understand how their working effect normal people.

JMC 106.4: Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.

JMC 106.5: Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and thejudiciary.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Indian Constitution	**Weightage**
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State	**25%**
Module II: Power and functioning of Democratic Institutions	**25%**
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	**25%**
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	**25%**
Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	

E. Examination Scheme

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Noorani A.G.,.*Constitutional Questions in india The President,Parliament and the States.2002*.Delhi.Oxford University Press
- Basu Durga Das.2009.*Introduction to the Constitution of India*.2011.LexisNexis
- Dhar, P.N. 2001.*Indira Gandhi, The Emergency And Indian Democracy*.USA.Oxford University Press

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- Laxmikanth M.2009.*Indian Polity.* Tata Mcgraw Hill Education Private Limited
- Mehra Ajay and D.D. Khanna.2003.*Political Parties and Party Systems*.Sage India

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic understanding of the Indian political system. Political parties and groups in power at the centre and states Coalition politics	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
2	Major alliances –UPA, NDA, Left, Third Front Multiparty and two-party systems	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
3	Parliamentary versus presidential form of government, federal and unitary government	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
4	Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions,	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
5	political extremism like Maoism and Naxalism, Political defections-anti-defection laws	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
6	Making of Indian Constitution, philosophy, unity in diversity Main features of Constitution, secularism, socialist, democratic, republican	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
7	Main features of preamble, directive principles,	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
8	Key Constitutional terminologies like Bill	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
9	Ordinance etc Key amendments of the Constitution	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam

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10	fundamental rights, citizenship	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
11	Fundamental Duties	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
12	Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
13	legislative councils; Election Commission, powers and structure, model code of conduct, election process	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
14	General elections, midterm election, Constitutional Reforms, Understanding the constituencies	Lecture	JMC 106.4	Mid Term-1, Quiz & End Sem Exam
15	President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
16	Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
17	Governor-powers, functions, responsibilities, relations with Central govt.	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
18	State Governments, chief ministers and state council of minister	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
19	Centre-state relations	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
20	Supreme Court, appointment of Chief Justice of India,	Lecture	JMC 106.5	Presentation, Quiz & End Sem Exam
21	Understanding the functioning of High Courts	Lecture	JMC 106.5	Presentation, Quiz & End Sem Exam
22	Session Courts and tribunal court, Different duties of	Lecture	BJM 106.5	Presentation,

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	Judiciaries			Quiz & End Sem Exam
23	Judicial review, Public Interest Litigation; Writ petitions, High Courts; Judicial Activism	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam
24	Role of Judiciary in Media exposure	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC 106.1	Students will be able to identify forms of government, coalitions and alliances	3	3	1	3	1				2		2	1
JMC 106.2	Students will be able to analyze political issues in the overall context of the Indian Constitution.	3	2	2	2	2				2		1	1
JMC 106.3	Understanding the functioning of different assembly and to understand how their working effect normal people.	3	2	2	2	2				3		3	1

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JMC 106.4	Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.	3	3	2	3	2				1		2	1
JMC 106.5	Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and the judiciary.	2	2	1	2	3				2		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2019-2020						
Class: BAJMC I Semester						
Subject Name: JMC 106 State and Politics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of government ministries.	3

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CO1	Q.2a	Discuss the process of electing a prime minister in India?	3
	Q.2 b	What are your thoughts on coalition government?	3
CO2	Q.3	Discuss the importance of constitution in running a democracy.	6
CO2	Q.4	What is the difference between fundamental duties and fundamental rights?	3
CO2	Q.5a	Shed some light on the rights given to journalist by our constitution	3
	Q.5 b	Discuss any 5 articles from our constitution	3
CO2	Q 6	Discuss the power of president in our country.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **STATE AND POLITICS** /Course code ***JMC 106*** is level **1** for the academic year 2019-2020.

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Amity School of Communication
Course Handout
Course : Digital Skills for Media I
Course Code : JMC 107 Crédits :03 Session :2019-20 (Odd Sem.) , Class : BAJMC I Sem
Faculty Name : Sanjay Singh Sikarwar

Introduction: The course aims to introduce basic concepts of print. In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

A. **Course Outcomes:** At the end of the course, students will be able to:

JMC 107 .1. Students will understand the basic computer fundamentals.
JMC 107.2. Students will learn the basics of Photoshop and CorelDraw
JMC 107.3. Students will learn the basics of Quark express and Indesign.
JMC 107.4. Evaluate the different ideologies in the field of graphics & editing
JMC 107.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Computer Fundamentals and Ms Office	**Weightage**
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	**40%**
Module II: Introduction to Photoshop	**30%**
Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	

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Module III: Introduction to Adobe In Design	**30%**
Working with In-design, Page design, Newspaper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Lab/ Practicals: Training of Graphics and Animation Software

F. Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**Total**
70 %	**30 %**	**100**

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. **Suggested Text/Reference Books:**

- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Generations	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
2	Basic components of Computer	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
3	Input/output devices	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
4	Memory and other peripherals	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction to Operating System (Windows 10),	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
6	Functions and features of Operating System	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
7	Accessories, Control Panel, Desktop, Windows Explorer	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
8	Ms office Suit, Introduction to word Processing	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
9	MS Word interface, Tools and Menus	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
10	Document editing and formatting, Mail Merge	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
11	MS Excel Interface, Tools and Menus, Creating Spreadsheet	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
12	Use of functions, Charts	Lecture	JMC	Mid Term-1,

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	and Graphs, MS PowerPoint Interface		107.2	Quiz & End Sem Exam
13	Tools and Menus, Creating slides	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
14	inserting multimedia objects	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
15	Transition and Custom Animation	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
16	Delivering, Presentations.	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
17	Introduction to Graphics	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
18	Colours	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
19	Tools and Menus	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
20	models and modes	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
21	Graphic file formats	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
22	Applications	Practical	JMC 107.4	Presentation, Quiz & End Sem Exam
23	Adobe Photoshop Interface	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
24	Tools and Menus, Working with Layers	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
25	Filters, Masking and other tool.	Practical	JMC 107.4	Presentation, Quiz & End Sem Exam
26	Use of Photoshop for Designing and Photo Publishing	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
27	Corel Draw Interface, Tools and Menus	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
28	Working with Corel Draw	Lecture	JMC	Presentation,

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			107.4	Quiz & End Sem Exam
29	Advertisement, Pamphlet	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
30	Brochure, Posters Invitation Card	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
31	Flex Design with the help of Corel Draw	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
32	Flex Design with the help of Photoshop	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
33	Quark Express Interface	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
34	Tools and Menus	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
35	Working with Quark	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
36	Page design	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
37	News paper, Magazine & Advertisement Design	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
38	In-design Interface	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
39	In-design working	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
40	Tools and Menus	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam

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I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 107.1	Students will understand the basic computer fundamentals.	3	3	1	3	1				2		2	1			
JMC 107.2	Students will learn the basics of Photoshop and CorelDraw	3	2	2	2	2				2		1	1			
JMC 107.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
JMC 107.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
JMC 107.5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –I) 2019-20						
Class: BA(J&MC) I Semester						
Subject Name: Digital Skills for Media I JMC107		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the Different designing software and concept.
CO2: Apply different application as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Digital skills for media I /Course code JMC ***107*** is level **3** for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Print Media Production
Course Code : JMC 108, Crédits : 02 (P), Session : 2019-20 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Pranav Mishra

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
JMC108.1. In this course students will understand the Print Pre Production.
JMC108.2. In this course students will understand the Print Production.
JMC108.3. In this course students will understand the Print Post Production.
JMC108.4. They will be introduced to the concepts of Print Final Production
JMC108.5. Understand the Print Media Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

Syllabus	Weightage (%)
Module I: Pre Production	**30%**
• News • News writing	
Module II Production	**40%**
• Mast Head • Paging • Advertisement • News Editing	
Module III Post Production	**30%**
• Print Post Production • Software	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	**Practical**	JMC 108.1	Project & Viva
2	Pre Production	**Practical**	JMC 108.1	Project & Viva
3	Pre Production	**Practical**	JMC 108.1	Project & Viva
4	Pre Production	**Practical**	JMC	Project &

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			108.1	Viva
5	Pre Production	**Practical**	JMC 108.1	Project & Viva
6	Pre Production	**Practical**	JMC 108.1	Project & Viva
7	Pre Production	**Practical**	JMC 108.1	Project & Viva
8	Pre Production	**Practical**	JMC 108.1	Project & Viva
9	Pre Production	**Practical**	JMC 108.1	Project & Viva
10	Pre Production	**Practical**	JMC 108.1	Project & Viva
11	Pre Production	**Practical**	JMC 108.1	Project & Viva
12	Pre Production	**Practical**	JMC 108.1	Project & Viva
13	Production	**Practical**	JMC 108.2	Project & Viva
14	Production	**Practical**	JMC 108.2	Project & Viva
15	Production	**Practical**	JMC 108.2	Project & Viva
16	Production	**Practical**	JMC 108.2	Project & Viva
17	Production	**Practical**	JMC 108.2	Project & Viva
18	Production	**Practical**	JMC 108.2	Project & Viva
19	Production	**Practical**	JMC 108.2	Project & Viva
20	Production	**Practical**	JMC 108.2	Project & Viva
21	Production	**Practical**	JMC 108.2	Project & Viva
22	Production	**Practical**	JMC 108.2	Project & Viva
23	Production	**Practical**	JMC 108.3	Project & Viva
24	Production	**Practical**	JMC 108.3	Project & Viva
25	Post Production	**Practical**	JMC 108.3	Project & Viva
26	Post Production	**Practical**	JMC 108.3	Project & Viva
27	Post Production	**Practical**	JMC 108.3	Project & Viva

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28	Post Production	**Practical**	JMC 108.3	Project & Viva
29	Post Production	**Practical**	JMC 108.3	Project & Viva
30	Post Production	**Practical**	JMC 108.4	Project & Viva
31	Post Production	**Practical**	JMC 108.4	Project & Viva
32	Post Production	**Practical**	JMC 108.4	Project & Viva
33	Post Production	**Practical**	JMC 108.4	Project & Viva
34	Post Production	**Practical**	JMC 108.4	Project & Viva
35	Post Production	**Practical**	JMC 108.4	Project & Viva
36	Post Production	**Practical**	JMC 108.4	Project & Viva
37	Post Production	**Practical**	JMC 108.5	Project & Viva
38	Post Production	**Practical**	JMC 108.5	Project & Viva
39	Post Production	**Practical**	JMC 108.5	Project & Viva
40	Post Production	**Practical**	JMC 108.5	Project & Viva
41	Post Production	**Practical**	JMC 108.5	Project & Viva
42	Post Production	**Practical**	JMC 108.5	Project & Viva
43	Post Production	**Practical**	JMC 108.5	Project & Viva
44	Post Production	**Practical**	JMC 108.5	Project & Viva
45	Post Production	**Practical**	JMC 108.5	Project & Viva
46	Post Production	**Practical**	JMC 108.5	Project & Viva
47	Post Production	**Practical**	JMC 108.5	Project & Viva
48	Post Production	**Practical**	JMC 108.5	Project & Viva

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 108.1	In this course students will understand the Print Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 108.2	In this course students will understand the Print Production.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 108.3	In this course students will understand the Print Post Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 108.4	They will be introduced to the concepts of Print Final Production	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 108.5	Understand Print Media Production Process	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Print Media Production** /Course code ***JMC 108*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name: Specialized Reporting, Writing & Editing
Course Code : JMC 201, Crédits : 3, Session : 2019-20 (EVEN), Class BAJMC 2nd Semester
Faculty Name: Aditya Kumar Shukla

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, and disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning. In addition students will also learn the basics of print media editing

Course Outcomes: At the end of the course, students will be able to:

- JMC-201.1- The course designed to familiarize the students with the concept of various types of features for magazines
- JMC-201.2- The course will empower students to enhance their media literacy skills; the course will help students different leads, the body text and ending.
- JMC-201.3- They will develop the ability to discern and interpret media messages, course will train students to demonstrate interviewing and newsgathering skills
- JMC-201.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to editing skills including proof reading and headline writing
- JMC-201.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: News Gathering	**30 %**
Beat Reporting, Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government, Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections); Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting	
Module II: Investigative Reporting	**20%**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International different languages	
Module III: Feature and Magazine Writing	**30 %**
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, Indepth news analysis; Gossip, diary and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	

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Module IV: Editing	20%
Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

The course will be delivered through a combination of lectures, discussions and practical exercises

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Text Books 1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore. 2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA. 3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA. 4. 4Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi. 5. Westley, Bruce (1980). News Editing (3rd Edition). IBH Publications, New Delhi. 6. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA. 7. Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York. 8. French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

E. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Beat Reporting, Covering a news beat	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Covering local beats	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
4	Education reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting Civic	Lecture	JMC 201.1	Mid Term-1, Quiz &

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	Issues reporting; Covering local			End Sem Exam
6	Covering national level beats	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
7	Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
8	Parliament Reporting (Parliament Structure, reporting on legislature);	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
9	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
10	Business Reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
11	Sports Reporting	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
12	Definition and elements; Tools of investigative reporting	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
13	Sting Operations and latest trends Relevant Case studies	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
14	Indian and International;	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
15	How to write a feature	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
17	Writing Book reviews	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
19	Writing film reviews,	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
20	Indepth news analysis;	Lecture	JMC 201.3	Mid Term-1, Quiz & End Sem Exam
21	Gossip, diary and opinion columns;	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
22	Profiles Human Interest features,	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
23	Editorial writing; Travel writing;	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
24	Disaster reporting	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
25	Page 3 and lifestyle reporting	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology	Lecture	JMC 201.3	Mid Term-2, Quiz &

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	reporting;			End Sem Exam
27	Environmental reporting	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
28	Basics of editing: Meaning,	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
29	Purposes, symbols, tools, lead, body, paragraphing;	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
30	Grammar & Punctuation; Proof Reading	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
31	Editing and rewriting news and features	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
32	Headlines – techniques, styles, purposes, kinds of headlines	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 201.1	The course designed to familiarize the students with the concept of news writing and reporting	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
JMC 201.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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JMC 201.3	The course will train students to generate, develop and express ideas effectively in news gathering and reporting	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC 201.4	To make the students well versed with the Principles and Practices to news beats and develop the vocabulary, visualization skills and intricacies of news for media	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC 201.5	The course will also help develop knowledge of major media characteristics and proof reading different beats	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication II MID-SEMESTER (SEM –II) 2019-20						
Class: BAJMC.II Semester						
Subject Name: JMC-201 Specialized Reporting, Writing & Editing		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of News gathering and beats
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of a news story that a writer should include when writing for a news outlet?	3
CO1	Q.2a	How does the inverted pyramid structure benefit news writing, and why is it commonly used?	3
	Q.2b	What strategies can news writers employ to ensure their writing is clear, concise, and engaging?	3
CO1	Q.3	What are some common grammatical and stylistic errors that news writers should watch out for during proofreading?	6
CO2	Q.4	What tools or techniques can news writers use to streamline the proofreading process and catch errors more efficiently?	3
CO2	Q.5a	Why is it important for news writers to be aware of biases, both in their own writing and in the sources they use?	3
	Q.5b	How can news writers maintain objectivity and impartiality in their reporting?	3
CO2	Q 6	What role does headline writing play in news articles, and what are some best practices for crafting effective headlines?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting, Writing & Editing***/Course code ***JMC-201*** is level 2 for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Theories of Advertisements & Public Relations
Course Code : JMC 202, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Dhruv Sabharwal

A. Introduction: This Subject deals with Advertisement & Public relation exposure to students for better academic progression.

B. Course Outcomes: At the end of the course, students will be able to:
JMC202.1. In this course students will understand the Role of Advertisement .
JMC202.2. In this course students will understand the PR.
JMC202.3. In this course students will understand the ADV Production.
JMC202.4. They will be introduced to the concepts of CSR
JMC202.5. Understand the PR Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

	Weightage
Module I: Advertising in Economy & Business	**25 %**
Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	
Module II: Advertising Theories	**25%**
Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	
Module III: Theories of Public Relation	
Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	25 %
Module IV: Media Organizations of the Government & Ethics	25%
Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013

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- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management	Lecture	JMC 202.1	Project & Viva
2	Advertising the key ingredient in National Economic Growth - Stimulating better products	Lecture	JMC 202.1	Project & Viva

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	,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management			
3	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
4	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad	Lecture	JMC 202.1	Project & Viva

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	Agencies, Research ,Creative, Media Account Service; *Integrated Agency Service, Account Planning and Account Management.*			
5	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
6	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
7	Advertising the key ingredient in National	Lecture	JMC 202.1	Project & Viva

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	Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.			
8	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
9	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and	Lecture	JMC 202.1	Project & Viva

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	Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
10	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
11	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
12	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness,	Lecture	JMC 202.2	Project & Viva

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	Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
13	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
14	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
15	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	JMC 202.2	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
16	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
17	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
18	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	JMC 202.3	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
19	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
20	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
21	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as	Lecture	JMC 202.3	Project & Viva

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	Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
22	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
23	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the	Lecture	JMC 202.3	Project & Viva

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	meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
24	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
25	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced	Lecture	JMC 202.3	Project & Viva

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	approach to public affairs, basic elements.			
26	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
27	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
28	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of	Lecture	JMC 202.3	Project & Viva

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	persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
29	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
30	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission,	Lecture	JMC 202.3	Project & Viva

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	Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
31	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.3	Project & Viva
32	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.4	Project & Viva
33	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State,	Lecture	JMC 202.4	Project & Viva

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	Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
34	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.5	Project & Viva
35	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom	Lecture	JMC 202.5	Project & Viva

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	of Speech.			
36	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 202.1	In this course students will understand the Role of Advertisement .	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 202.2	In this course students will understand the PR	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 202.3	In this course students will understand the ADV Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**

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JMC 202.4	They will be introduced to the concepts of CSR	1	2	2	1	3	3	1	2	2	1	1	-	**2**	**3**	**1**
JMC 202.5	Understand the PR Production Process	3	1	3	3	1	1	2	2	2	2	3	-	**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Advertisement & Public Relation** /Course code ***JMC 202*** is level 2 for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Radio Journalism
Course Code : JMC 203. Crédits : 3, Session : 2019-20 (EVEN), Class BAJMC 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in basics of radio journalism. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-203.1- Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features.
- JMC-203.2- Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station,
- JMC-203.3- Students will interpret the challenges and solutions of the radio industry
- JMC-203.4- Students will outline the relationship of each personnel inside a radio station
- JMC-203.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Module I: Understanding the medium	**Weightage**
Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	**15%**

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Module II: Radio News	**15%**
Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins: Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	
Module III: News Reading	**20%**
News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	
Module IV: Radio Interview and Advertising	**20%**
Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	
Module V: Radio Program Production	**30%**

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Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	

Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of Basics of Radio Journalism, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.

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F. Lecture Plan:

.Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
2	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
3	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
4	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
5	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam

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	stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)			
6	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
7	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
8	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
9	Radio News Reporting: Skills of a Radio News Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
10	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
11	Radio News Reporting: Skills of a Radio News Reporter:	Lecture	JMC 203.2	Mid Term-1, Quiz & End

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	Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:			Sem Exam
12	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
13	Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
14	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Practical	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
15	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head	Practical	JMC 203.3	Mid Term-1, Quiz & End Sem Exam

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	Phones, Trials and Promos			
16	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
17	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
18	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
19	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
20	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
21	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks,	Lecture	JMC 203.3	Mid Term-2, Quiz & End Sem Exam

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	Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos			
22	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
23	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
24	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
25	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
26	Radio Interviewing(The basic	Practical	JMC 203.4	Mid Term-2,

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	approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links),			Quiz & End Sem Exam
27	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
28	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
29	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation:	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
30	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
31	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and			
32	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning;	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
33	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
34	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
35	Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos,	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	Jingles; Telephonic Programmes			
36	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Theory	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 203	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**2**	**1**	2	**3**	**2**		**3**	**2**	**1**
JMC 203	Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station.	3	2	2	2	2	**2**	**3**	**1**	2	**1**	**3**		**2**	**3**	**3**

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JMC 203	Students will interpret the challenges and solutions of the radio industry.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC 203	Students will outline the relationship of each personnel inside a radio station.	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**
JMC 203	Equip students with proficiency in industry-standard software for audio editing and production	3	3	2	3	2	**2**	**3**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2021-23						
Class: JMC.II Semester						
Subject Name: JMC-203 BASICS OF RADIO PRODUCTION		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model.CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience	3

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		engagement and maintain relevance in a competitive media environment?.	
CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful BASICS OF RADIO PRODUCTIONs, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in BASICS OF RADIO PRODUCTION. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Journalism*** /Course code ***JMC-203*** is level 3 for the academic year 2019-20.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: INDIAN ECONOMY & FOREIGN RELATIONS
Course Code: JMC 205, Credits: 03, Session: 2019-20 (Even Sem), Class: BA(J&MC). II SEM
Faculty Name: Aditya Kumar Shukla

A. Introduction: Using appropriate analytical frameworks, this course reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points. Given the rapid changes taking place in India.

B. Course Outcomes: At the end of the course, students will be able to:

JMC205.1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

JMC205.2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

JMC205.3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

JMC205.4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

JMC205.5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Economic Development Since Independence	**25%**
Major Features Of The Economy At Independence; Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions And Policy Framework; An Assessment of Performance—Sustainability And Regional Contrasts; Structural Change, Savings And Investment; Population And Human Development, Demographic Trends And Issues; Education; Health And Malnutrition, Growth And Distribution, Trends And Policies In Poverty; Inequality And Unemployment, International Comparisons	
Module II: Indian Economy And Issues Relating To Planning	**25%**
Macroeconomic Policies And Their Impact Fiscal Policy; Trade And Investment Policy; Financial And Monetary Policies; Labour Regulation, Policies And Performance In Agriculture growth; Productivity; Agrarian Structure And Technology; Capital Formation; Trade; Pricing And Procurement, Policies And Performance In Industry Growth; Productivity; Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment, Trends And Performance In Services, Investment Models, Government Budgeting, Inclusive Growth And Issues Arising From It.	
Module III: Organizations and Institutions	**20%**
World Bank; The Asian Development Bank; World Economic Forum, United Nations And Its Various Bodies, International Groupings- Like G8, And Commonwealth, National Organizations- Central Bureau Of Investigation (Cbi), Election Commission (Ec), Central Vigilance Commission (Cvc), National Human Rights Commission (Nhrc) , Cag	
Module IV: Indian Foreign Policy	**30%**
Determinants And Principles Of India's Foreign Policy: Domestic And International Sources Of India's Foreign Policy, Objectives And Principles, Non-Alignment: Concepts, Policy And Relevance, India And World Trade Organisation (Wto), India At The United Nations: Security Council Reforms, Changing Relations With The Us And Russia From Cold War To Post Cold War, India China Relations: Challenges And Prospects; Pakistan: Challenges And Prospects; Afghanistan, Sri Lanka, Bangladesh,	

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Nepal, Bhutan, Maldives And Middle East: Main Issue; India And Regional Organizations - European Union (Eu), Association Of South East Asian Nations (Asean) And South Asian Association Of Regional Cooperation (Saarc), Security Challenges Of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions, and task-based activities.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. New Delhi: Allied.
- Rana, A.P. (1976) Imperatives of Non-Alignment: A Conceptual Study of India's Foreign Policy Strategy in the Nehru Period. New Delhi: Macmillan.
- Mishra, K.P. (ed.) (1969) Studies in India's Foreign Policy. New Delhi: Vikas, pp. 90-06.
- Srivastava, P. (ed.) (2001) Non-Alignment Movement: Extending Frontiers. New Delhi: Kanishka Publishers, pp. 177-182.
- Nayar, B.R and Paul, T.V. (2003) India in the World Order. New York: Cambridge University, Press, pp. 115-158.
- Karunakaran, K.P. (1958) India in World Affairs. Vol I. New Delhi: Oxford University Press, Chapter 9 & 10

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Major Features of The Economy at Independence	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
2	Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions and Policy Framework	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
3	An Assessment of Performance—Sustainability and Regional Contrasts	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
4	Structural Change, Savings, and Investment	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
5	Population And Human Development, Demographic Trends, and Issues	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
6	Education; Health and Malnutrition, Growth and Distribution, Trends and Policies in Poverty	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
7	Inequality and Unemployment, International Comparisons	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
8	Macroeconomic Policies and Their Impact Fiscal Policy; Trade and Investment Policy.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
9	Financial And Monetary Policies; Labour Regulation, Policies and Performance in Agriculture growth	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
10	Productivity; Agrarian Structure and Technology; Capital Formation.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
11	Trade; Pricing and Procurement, Policies and Performance in Industry Growth; Productivity.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
12	Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment,	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam

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13	Trends And Performance in Services, Investment Models, Government Budgeting, Inclusive Growth, and Issues Arising from It	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
14	World Bank; The Asian Development Bank National Human Rights Commission (Nhrc)	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
15	World Economic Forum, United Nations, and Its Various Bodies	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
16	International Groupings- Like G8, And Commonwealth	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
17	National Organizations- Central Bureau of Investigation (Cbi)	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
18	Election Commission (Ec), Central Vigilance Commission (Cvc).	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
19	Determinants And Principles of India's Foreign Policy	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
20	Domestic and International Sources of India's Foreign Policy Objectives and Principles	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
21	Non-Alignment: Concepts, Policy And Relevance	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
22	India And World Trade Organisation (Wto)	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
23	India At the United Nations: Security	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
24	Council Reforms, Changing Relations with The Us and Russia From Cold War To Post-Cold War	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam

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25	India China Relations: Challenges and Prospects	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
26	Pakistan: Challenges and Prospects	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
27	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
28	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
29	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
30	India And Regional Organizations - European Union (Eu)	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
31	Association Of Southeast	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
32	Asian Nations (Asean) And South Asian Association of Regional Cooperation (Saarc).	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
33	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
34	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
35	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
36	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC205.1	Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
JMC205.2	The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
JMC205.3	Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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JMC205.4	The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JMC205.5	Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II) 2019-20

Class: BA(J&MC) II Semester

Subject Name: JMC205 INDIAN ECONOMY AND FOREIGN RELATIONS	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

CO2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

CO3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

CO4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

CO5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What were the major features of the Indian economy at independence, and how have growth and development evolved under different policy regimes?	3
CO2	Q.2a	Analyze the goals, constraints, institutions, and policy frameworks that have shaped economic development in India. Evaluate the sustainability and regional contrasts in economic performance.	3
	Q.2b	Explore the factors contributing to structural change, savings, and investment in the Indian economy. Assess the	3

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		demographic trends, education, health, and malnutrition issues impacting population and human development.	
CO4	Q.3	Discuss the trends and policies addressing poverty, inequality, and unemployment in India, considering international comparisons. How has India fared in comparison to other nations?	6
CO3	Q.4	Examine the impact of macroeconomic policies such as fiscal, trade, and investment policies on the Indian economy. How do financial and monetary policies influence economic growth?	3
CO5	Q.5a	Evaluate labour regulation policies and their performance in agriculture, focusing on productivity, agrarian structure, technology, capital formation, trade, pricing, and procurement.	3
	Q.5b	Assess policies and performance in the industrial sector, considering growth, productivity, diversification, small-scale industries, public sector, competition policy, and trends in foreign investment and services.	3
CO3	Q 6	Explore the functions and significance of national organizations in India, such as the Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC), and Comptroller and Auditor General (CAG).	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Indian Economy and Foreign Relations /JMC 205** is level 2 for the academic year 2019-20.

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Course Handout
Digital Skills for Media-II
Course Code : JMC 206 Crédits : 2 Session : 2019-20, Class : BAJMC II Semester
Faculty Name: Sanjay Singh Sikarwar

A. Introduction: Sound is stored for playback through the process of sound recording. Recording devices capture sound waves from the air and convert them into electrical signals or digital data, which are then stored on media such as records, compact discs (CDs), and computer hard drives. Students will learn all the terminologies such as playback equipment reverses the recording process to reproduce the original sound. Sound recording is used in the music, movie, television, and radio industries.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 206.1.. Understand the concepts of Sound recording & editing.
JMC 206.2. Analyse various terminologies and equipment setting.
JMC 206.3. Identify, implement and evolve conceptual understanding of the Sound recording & editing.
JMC 206.4. Evaluate the different technologies such as Peaking, balancing, mastering etc.
JMC 206.5. Enable students to prepare project on audio sampling.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Basics of Sound Recording and Sound Equipments	**Weightage**
Voice casting, Sound Theory: Frequency, Amplitude, the art of foley, Microphone, Characteristics, Sound Recording Fundamentals:–Mic placement –Angle vs Distance – Signal to Noise Ratio, Types of Sound Equipments, Basic Recording Techniques, Basics of Digital Audio, Powering Up Hardware.	**35%**
Module II: Sound Recording Software	**30%**
Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio programme recording and editing with the help of Sound-forge.	
Module III: Sound Editing	**35%**
Sound Editing: dialogue editing -cleaning up audio, noise reduction, etc, Creating First Session, Making First Recording, Importing Media in to Session, Basic Editing Techniques, Using Virtual Instruments, Recording on Sound forge, Basic Mixer Terminology, Basic Automation, Basic Mixing Techniques, Creating Stereo Mix Down, Multi-track Editing, Hands on Project	

Examination Scheme for Theory+Practical (T+P) Subject

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- The Foley Grail: The Art of Performing Sound for Film, Games and Animation by Vanessa Theme Ament (2009, Focal Press)
- The Sound Effects Bible by Ric Viers (2008, Michael Wiese Productions)
- Audio Basics by Stanley R. Alten (2012, Wadsworth Publishing)

G. Lecture Plan:

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Voice casting	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam

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2	Frequency, Amplitude	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
3	the art of foley	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
4	Microphone	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
5	Sound Recording Fundamentals:– Mic placement –Angle vs Distance	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Sound Equipment	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
7	Basics of Digital Audio	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
8	Introduction to Software	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
9	Tools and Menus,	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
10	Audio Recording	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
11	Sound Editing	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
12	noise reduction	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
13	Using Virtual Instruments	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
14	Basic Automation	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
15	Mixing Terminologies	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
16	Sound Peaking	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
17	Sound forge	Lecture	JMC 206.3	Mid Term-1,

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				Quiz & End Sem Exam
18	Adobe audition	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
19	Stereo Sound	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
20	Dolby digital sound	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
21	Types of microphone	practical	JMC 206.3	Presentation, Quiz & End Sem Exam
22	connectors & Cables	Practical	JMC 206.3	Presentation, Quiz & End Sem Exam
23	Mastering of Sound	practical	JMC 206.3	Presentation, Quiz & End Sem Exam
24	Acoustic terminologies	Lecture	JMC 206.3	Presentation, Quiz & End Sem Exam
25	Recording of instrumental	Practical	JMC 206.3	Presentation, Quiz & End Sem Exam

26	Mixing Terminologies	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
27	Sound Peaking	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
28	Sound forge	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
29	Adobe audition	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
30	Stereo Sound	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam
31	Dolby digital sound	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam
32	Types of microphone	Lecture	JMC 206.5	Presentation, Quiz & End Sem

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				Exam
33	connectors & Cables	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
34	Mastering of Sound	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
35	Acoustic terminologies	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
36	Mixing Terminologies	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 206.1	Understand the concepts of Sound recording & editing.	3	3	1	3	1				2		2	1			
JMC206.2	Analyse various terminologies and equipment setting	3	2	2	2	2				2		1	1			
JMC206.3	Identify, implement and evolve conceptual understanding of the Sound recording & editing	3	2	2	2	2				3		3	1			
JMC206.4	Evaluate the different technologies such as Peaking,	3	3	2	3	2				1		2	1			

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	balancing, mastering etc.															
JMC206.5	Enable students to prepare project on audio sampling.	2	2	1	2	3				2		2	1			

Sample Paper Amity School of communication 2019-20						
Class: BAJMC Digital Skills for Media-II Sem						
Subject Name: Digital Skills for Media II		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Sound? What are the applications of sound?	3
CO1	Q.2a	What is Acoustic? What do you mean by reflection of sound?	3
	Q.2b	Define:(1) Frequency (2) Amplitude	3
CO2	Q.3	Explain the role of Sound engineer in industry	6
CO2	Q.4	What is transducer? What is microphone?	3
CO2	Q.5a	What is stereo sound? How to convert mono into stereo sound?	3
	Q.5b	What is art of foley?	3

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CO2	Q6	Name some important audio software.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 70% marks then level1
Level	3	IF 80% of students secure more than 80% marks then level1

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media II*** /Course code ***JMC 206*** is level **3** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name: Radio Production
Course Code: JMC 207 Credit: 2 Session: 2019-20 (Even Sem), Class: BAJMC 2nd Semester
Faculty Name: Dr Manish Dubey

A. **Introduction:** This course provides a hands-on exploration of the dynamic world of radio, covering essential skills such as scriptwriting, voice modulation, program development, and news reporting. Get ready to dive into the art and science of crafting compelling audio content for diverse audiences.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 207.1. Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium

JMC 207.2. Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.

JMC 207.3. Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format...

JMC 207.4. Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.

JMC 207.5. Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Project	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%

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	leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus:

	Weightage (%)
Module I: Pre Production	**30%**
• Script Development • Script writing • Pilot Script	
Module II Production	**40%**
• News • Doco drama • Vox-Pop • Interviews	
Module III Post Production	**30%**
• Post Production • Software	

E. Examination Scheme

F. Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

- "Radio Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Radio Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

H. Lecture Plan:

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I.

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	Practical	JMC 207.1	Project & Viva
2	Pre Production	Practical	JMC 207.1	Project & Viva
3	Pre Production	Practical	JMC 207.1	Project & Viva
4	Pre Production	Practical	JMC 207.1	Project & Viva
5	Pre Production	Practical	JMC 207.1	Project & Viva
6	Pre Production	Practical	JMC 207.1	Project & Viva
7	Pre Production	Practical	JMC 207.1	Project & Viva
8	Pre Production	Practical	JMC 207.1	Project & Viva
9	Pre Production	Practical	JMC 207.2	Project & Viva
10	Pre Production	Practical	JMC 207.2	Project & Viva
11	Pre Production	Practical	JMC 207.2	Project & Viva
12	Pre Production	Practical	JMC 207.2	Project & Viva
13	Production	Practical	JMC 207.2	Project & Viva
14	Production	Practical	JMC 207.2	Project & Viva
15	Production	Practical	JMC 207.2	Project & Viva
16	Production	Practical	JMC 207.2	Project & Viva
17	Production	Practical	JMC 207.2	Project & Viva
18	Production	Practical	JMC 207.3	Project & Viva
19	Production	Practical	JMC 207.3	Project & Viva
20	Production	Practical	JMC 207.3	Project & Viva
21	Production	Practical	JMC 207.3	Project & Viva
22	Production	Practical	JMC	Project &

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			207.3	Viva
23	Production	Practical	JMC 207.3	Project & Viva
24	Production	Practical	JMC 207.3	Project & Viva
25	Post Production	Practical	JMC 207.3	Project & Viva
26	Post Production	Practical	JMC 207.3	Project & Viva
27	Post Production	Practical	JMC 207.3	Project & Viva
28	Post Production	Practical	JMC 207.3	Project & Viva
29	Post Production	Practical	JMC 207.3	Project & Viva
30	Post Production	Practical	JMC 207.3	Project & Viva
31	Post Production	Practical	JMC 207.4	Project & Viva
32	Post Production	Practical	JMC 207.4	Project & Viva
33	Post Production	Practical	JMC 207.4	Project & Viva
34	Post Production	Practical	JMC 207.5	Project & Viva
35	Post Production	Practical	JMC 207.5	Project & Viva
36	Post Production	Practical	JMC 207.5	Project & Viva
37	Post Production	Practical	JMC 207.5	Project & Viva
38	Post Production	Practical	JMC 207.5	Project & Viva
39	Post Production	Practical	JMC 207.5	Project & Viva
40	Post Production	Practical	JMC 207.5	Project & Viva
41	Post Production	Practical	JMC 207.5	Project & Viva
42	Post Production	Practical	JMC 207.5	Project & Viva
43	Post Production	Practical	JMC 207.5	Project & Viva
44	Post Production	Practical	JMC 207.5	Project & Viva
45	Post Production	Practical	JMC 207.5	Project & Viva
46	Post Production	Practical	JMC	Project &

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			207.5	Viva
47	Post Production	Practical	JMC 207.5	Project & Viva
48	Post Production	Practical	JMC 207.5	Project & Viva

J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 207.1	Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium	3	3	1	3	1	**3**	**2**	**3**	2		2	1	**3**	**2**	**2**
JMC 207.2	Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.	3	2	2	2	2	**3**	**3**	**2**	2		1	1	**3**	**3**	**2**
JMC 207.3	Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format.	3	2	2	2	2	**3**	**2**	**1**	3		3	1	3	**2**	**2**
JMC 207.4	Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.	3	3	2	3	2	**2**	**2**		1		2	1	**2**	**3**	**3**

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JMC 207.5	Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.	2	2	1	2	3	**2**	**2**		2		2	1	**3**	**2**	**2**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***RADIO PRODUCTION*** /Course code ***JMC 207*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name : Basics of Media Research
Course Code : JMC301, Crédits : 02, Session: **) 2019-20** (Odd Sem.), Class : BAJMC. III rd Sem
Faculty Name : Sumit Narula

A. Introduction: The objective of this course is to introduce basic concepts of research and to establish the relationship between mass communication, journalism & research.

B. *Course Outcomes:* *At the end of the course, students will be able to:*

1. JMC 301.1: Students will be able to outline the fundamentals of research.
2. JMC 301.2: Students will describe the relationship between mass communication, journalism & research.
3. JMC 301.3: Students will explain the process, concepts, and techniques of research & infer the impact of research in mass communication.\
4. JMC 301.4: Student will be able to understand Qualitative and quantitative research techniques.
5. JMC 301.5: Student will be able to understand the process of writing a research report.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Media Research • Meaning, definitions and types of research • Media research: Concept and Scope • Challenges and Prospect of Media Research in India • Research designs: Exploratory, Descriptive and Experimental • Approaches to research: Qualitative, Quantitative and Mixed • Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis. • Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview • Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	**35%**
Module II – Media Research Process and Sampling • Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research • Sampling: selecting a suitable sample using sampling methods • Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	**35%**

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Module III – Media Research Report Writing and Ethical Issues • Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation • Significance of Reference and Bibliography in Research • Ethical Issues in Research: Plagiarism and interviewers guidelines	**30%**

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**
- **Preparation of research article/paper**

Lab/ Practical details, if applicable:
NA Assessment/ Examination
Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**0**	**100**

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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Research Assignment**	**Presentation**	**Attendance**	
Weightage (%)	10	10	5	5	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning of research	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
2	Definitions and types of research	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
3	Media research: Concept and Scope	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
4	*Challenges and Prospect of Media Research in India*	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
5	Research designs: Exploratory, Descriptive and Experimental	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam

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6	Approaches to research: Qualitative, Quantitative and Mixed	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
7	Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
8	Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
9	Discussion, Observation, Interview	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
10	Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
11	Media Research Process and Sampling	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
12	Steps of Media Research Process	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
13	Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the Research Design	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
15	Collection of Data, Data Analysis, Finding	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam

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	the Results, Outcome of Research			
16	Sampling: selecting a suitable sample using sampling methods	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
17	Basic terms of sampling	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
18	sample plan, sample design, sample unit	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
19	sample frame and sample size	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
20	Media Research Report Writing and Ethical Issues	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
21	Types of Media Research reports	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
22	Research Articles / Paper,	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
23	Significance of Reference and Bibliography in Research Project Report, Dissertation	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
24	Ethical Issues in Research: Plagiarism and interviewers guidelines	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
JMC 301.1	Students will be able to outline the fundamentals of research.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
JMC 301.2	Students will describe the relationship between mass communication, journalism & research.	**3**	**1**	**1**	**2**	**3**	**3**	**2**	**1**	**2**	**1**			
JMC 301.3	Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.	**1**	**2**	**3**	**2**	**1**	**3**	**2**	**3**	**2**	**1**			
JMC 301.4:	Student will be able to understand Qualitative and quantitative research techniques.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
JMC 301.5:	Student will be able to understand the process of writing a research report.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			

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Sample Question Paper

Amity School of Communication **MID-SEMESTER (SEM –I) 2019-20**						
Class: JMCC-III Semester						
Subject Name: Basics of Media Research JMC 301		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	

The student will be able to
CO1: Understanding of basic concepts of research
CO2: Establish relationship between mass communication, journalism & research
CO3: Explain the process, concepts and techniques of research.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by research?	3
CO1	Q.2a	Explain the scope of media research?	3
	Q.2b	Explain the 'Research designs.'	3
CO2	Q.3	Enumerate the Challenges and Prospect of Media Research in India	6
CO2	Q.4	What do you mean by Hypothesis?	3
CO3	Q.5a	Write a short note on Sampling.	3
	Q.5b	State the importance of Review of literature?	3
CO3	Q 6	Enlist the Ethical Issues in Research, Plagiarism and interviewers guidelines.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Media Research** Course code **JMC 301** is level **3** for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Television Journalism
Course Code: JMC 302. Credits : 3, Session: 2019-20 (ODD), Class BAJMC 3rd Semester
Faculty Name : Ashish Sharma

Introduction: This course immerses students in applying Communication in television journalism. Covering camera operation, scriptwriting, voice modulation, presentation skills, and news reporting, it fosters experiential learning. Participants develop television broadcasting skills, applying theoretical frameworks to real-world scenarios.

Course Outcomes: At the end of the course, students will be able to:

- JMC-302.1- To enable students, understand the concepts of Television journalism system and functioning of News channels.
- JMC-302.2- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society
- JMC-302.3 To define and introduce the editorial concepts of the TV industry
- JMC-302.4- To make the students recognize the working culture of the industry
- JMC-302.5- To become well aware of the inside picture of the industry.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skillful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Content	Weightage %
Module I – Writing for TV (Pre-Production)	30%
TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome; Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	
Module II: Sound Camera & Lighting	25%
What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	
Module III: Shooting (Production)	25%

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Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	
Module IV: Editing (Post Production)	
oncept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	20%

Teaching Pedagogy:

Lectures and hands on experience; Watching TV shows, explaining through TV shows. Writing, shooting and editing, Giving the class a feel of the news room.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

E. Lecture Plan:

F. Lecture	Topics	Mode of	Correspo	Mode of

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		Delivery	nding CO	Assessing CO
1	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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3	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
4	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
6	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
7	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
8	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
9	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
10	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
11	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment:	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
12	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
13	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
14	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Practical	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact;	Practical	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
16	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
18	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
20	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
21	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	What is sound? Unit of sound, Voicing, Types of	Lecture	JMC 302.3	Mid Term-2, Quiz &

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	microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors			End Sem Exam
23	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
24	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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25	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
26	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
27	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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	used in videography, Use of filters & reflectors			
28	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
29	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
30	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions,	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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	Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction			
31	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
32	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam

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	mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
35	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
36	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Theory	JMC 302.4	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 302	To enable students, understand the concepts of Television journalism system and functioning of News channels	3	3	1	3	1	**3**	**2**	**2**	2		**2**	**2**	**3**	**2**	**1**
JMC 302	To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**	**2**	**2**	**3**	**3**
JMC 302	To define and introduce the editorial concepts of the TV industry	3	2	2	2	2	**3**	**3**	**2**	3	**2**	**3**		**3**	**3**	**3**
JMC 302	To make the students recognize the working culture of the industry	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**

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JMC 302	To become well aware of the inside picture of the industry.	3	3	2	3	2	**3**	**2**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2019-20						
Class: JMC.II Semester						
Subject Name: JMC-302 Television Journalism		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does camera operation contribute to effective storytelling in television journalism?	3
CO1	Q.2a	What role does scriptwriting play in enhancing clarity and impact in television news reporting?	3
	Q.2b	Discuss the significance of voice modulation in influencing audience perception in television journalism.	3
CO1	Q.3	How do presentation skills contribute to a television journalist's credibility and viewer engagement?	6
CO2	Q.4	What considerations are crucial in the program development process for television news programs?.	3
CO2	Q.5a	How does television journalism uniquely handle news reporting, considering its visual nature?	3

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	Q.5b	In television journalism, how do journalists navigate ethical considerations when reporting on sensitive topics?	3
CO2	Q 6	How does camera operation enhance visual storytelling in television journalism?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code ***JMC-302*** is level 2 for the academic year 2019-20.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : WRITING FOR ADVERTISING AND PUBLIC RELATIONS
Course Code: JMC 303, Credits: 03, Session: 2019-20 (Odd Sem.), Class: BA(J&MC). III SEM
Faculty Name: Dr. Dhruv Sabarwal

A. Introduction: To initiate the students into Advertising and Public Relations. Explore the dynamic interplay of creativity and strategy as we unravel the art of crafting compelling messages. From impactful headlines to strategic storytelling, this course equips you with the skills to shape perceptions, build brands, and thrive in the ever-evolving communication landscape.

B. Course Outcomes: At the end of the course, students will be able to:

JMC303.1. To acquainted with contents and basic of planning and organizing public relations programmes.

JMC303.2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

JMC303.3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

JMC303.4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

JMC303.5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I – Copywriting For Advertisement	**35%**
Attributes Of Good Copywriter; Principles Of Copy Writing, Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption And Structuring The Copy. Writing For Radio: Characteristics Of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process, Writing For Television: Writing Scripts, Developing Story Boards, Briefing The Producer, Pre-Production, Shooting And Post Production. Writing For Outdoor; Writing For Internet, Use Of Non-Verbal Communication: Colors, Shapes, Gestures. Types Of Copy: Advertorial, Infomercial.	
Module II: Writing In Advertising	**30%**
Corporate Advertising; Financial Advertising; Recruitment Ads; Retail Advertising; Local Advertising; Classified Ads; Fashion And Lifestyle Ads; Trade Advertising; PR Advertising; Public Service Ads; Awareness Ads; Rural Advertising, Social Media In Advertising, Web And Mobile Advertising; Creative Briefs And Audience, The Big Idea & Champion Theme, The Rhetoric Of The Image, The Basics Of Ad Design, Compiling The Ad Campaign Advertising Law, Client Pitches And Presentations, Content Marketing: Proposals And Communication Plans, Mobile Message, E-Blasts, Sales Letters, Fund Raising Letters.	
Module III: Writing In Public Relations	**35%**
Three Forms Of Public Relations Writing Press Releases To "Run As-Is", Crisis Relations, Media Relations, Media Ethics And Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website; News Release: Pre Release, Features Of News Release, Hybrid News Release, Social Media News Release, Media Advisories, Pitches, Video News Release And Organizational Storytelling, Media Kit, Digital News Room, Backgrounders, Fact Sheet, Photo Opportunity Advisories, News Letter, Magazine Stories, Annual Reports, Speeches; Business Correspondence: Good News And Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports.	

Pedagogy for Course Delivery:

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

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G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Drewniany, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth
- Publishing. ISBN 13: 9781439082706
- L'Etang, Jacquie. Public Relations: Concepts, Practice and Critique. SAGE Publications.
- ISBN:9781412930482
- Chandler, R. C. (2008). *Media relations: Concepts and principles for effective public relations*
- *practice.* Denver, CO: Outskirts Press.
- Fitch, B. F. (2012). *Media relations handbook for government, associations, nonprofits, and elected*
- *officials (2nd edition).* The Capitol Net: Alexandria, VA.
- Howard, C. M. & Mathews, W. K. (2013). *On deadline: Managing media relations.* Long Grove, IL:
- Waveland Press.
- Diggs-Brown, Barbara. (2013). The PR Style Guide: Formats for Public Relations Practice (3rd ed.).
- Wadsworth, CA.
- Kessler, Lauren and McDonald, Duncan. (2012). When Words Collide. (8th ed.) Wadsworth, CA:
- Thompson.
- Wilcox, D.L., &Reber, B.H. (2013). Public relations writing and media techniques. (7th ed.) Boston,
- MA: Pearson.

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I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Attributes of Good Copywriter, Principles of Copy Writing,	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
2	Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption and Structuring	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
3	Writing For Radio: Characteristics of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
4	Writing For Television: Writing Scripts, Developing Story Boards, Briefing the Producer, Pre-Production, Shooting and Post Production.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
5	Writing For Outdoor	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
6	Writing For Internet	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
7	Use Of Non-Verbal Communication: Colours, Shapes, Gestures.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
8	Types Of Copy: Advertorial, Infomercial	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
9	Corporate Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
10	Financial Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
11	Recruitment Ads	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
12	Retail Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
13	Local Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
14	Classified Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
15	Fashion And Lifestyle Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam

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16	Trade Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
17	PR Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
18	Public Service Ads; Awareness Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
19	Rural Advertising, Social Media In Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
20	Web And Mobile Advertising; Creative Briefs and Audience	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
21	The Big Idea & Champion Theme,	Lecture	JMC 303.2	Mid Term-2, Quiz & End Sem Exam
22	The Rhetoric of The Image, The Basics Of Ad Design	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
23	Compiling The Ad Campaign Advertising Law, Client Pitches and Presentations	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
24	Content Marketing: Proposals And Communication Plans, Mobile Message	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
25	E-Blasts, Sales Letters, Fund Raising Letters	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
26	Three Forms of Public Relations Writing Press Releases To “Run As-Is”	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
27	Crisis Relations, Media Relations, Media Ethics and Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
28	News Release: Pre-Release, Features Of News Release, Hybrid News Release, Social Media News Release	Lecture	JMC 303.5	Mid Term-2, Quiz & End Sem Exam
29	Media Advisories, Pitches, Video News Release and Organizational Storytelling, Media Kit, Digital Newsroom, Backgrounders, Fact Sheet	Lecture	JMC 303.5	Quiz & End Sem Exam

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30	Photo Opportunity Advisories, Newsletter, Magazine Stories, Annual Reports, Speeches	Lecture	JMC 303.3	Quiz & End Sem Exam
31	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
32	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
33	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
34	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
35	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
36	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC303.1	To acquainted with contents and basic of planning and organizing public relations programmes.	3	2	2	2	2	2	2	3	3	3	2	3	1	2	1
JMC303.2	To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.	3	2	2	2	2	1	2	3	2	3	3	1	2	3	2
JMC303.3	To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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JM C303.4	To demonstrate an understanding of the roles of media planning in effective ad campaign.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JM C303.5	To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III) 2019-20

Class: BA(J&MC) III Semester

Subject Name: JMC303 WRITING FOR ADVERTISING AND PUBLIC RELATIONS	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. To acquainted with contents and basic of planning and organizing public relations programmes.

CO2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

CO3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

CO4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

CO5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key attributes that define a good copywriter, and how do these attributes contribute to successful advertising campaigns?	3
CO1	Q.2a	What are the characteristics of the radio environment, and how does the message strategy differ when writing a radio script? Explain the radio production process.	3
	Q.2b	How does writing for outdoor advertisements differ from other mediums, and what considerations are important when crafting copy for the internet, including the use of non-verbal communication elements?	3

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CO5	Q.3	Discuss the role of social media in advertising and its impact on modern communication. Explore the use of web and mobile advertising in reaching diverse audiences.	6
CO2	Q.4	What is the significance of a creative brief in advertising, and how does it contribute to the development of the "big idea" and champion theme in an advertising campaign?	3
CO4	Q.5a	In television advertising, elaborate on the process of writing scripts, developing storyboards, and the collaboration between the writer and the producer during pre-production.	3
	Q.5b	Explore the various types of copy, such as advertorial and infomercial, and discuss their unique characteristics and purposes in advertising.	3
CO3	Q 6	In the realm of public relations writing, discuss the different forms of press releases and their purposes. How do media relations, crisis relations, and ethical considerations play a role in effective PR writing?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course WRITING FOR ADVERTISING AND PUBLIC RELATIONS /JMC 303 is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Media Laws & Ethics
Course Code : JMC 304 **Crédits :** 03, **Session :** 2019-20 (Odd Sem.), **Class :** BA (J&MC). 3rd Semseter
Faculty Name: Satnaam Singh

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: : At the end of the course, students will be able to:

JMC304.1. To introduce students to ethical issues and legal restraints placed upon media.
JMC304.2. To discuss the conflicting traditions of a free but regulated mass media.
JMC304.3. To describe the various media laws.
JMC304.4. To understand the context and framework of media regulation in India.
JMC304.5. To discuss the issues arising from regulation of the media.
JMC304.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective

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waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information

Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)

Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam

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8	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
23	Defamation, Contempt of Court	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam

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31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC304.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	3	3	-	-	-
JMC304.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	3	3	-	-	-
JMC304.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	3	3	-	-	-

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JMC304.4.	To understand the context and framework of media regulation in India														
JMC304.5.	To discuss the issues arising from regulation of the media														
JMC304.6.	To locate the role of various stakeholders in content regulation of the media														

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2019-20						
Class: BA JMC III Semester						
Subject Name: JMC 304 Media Laws and Ethics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5.a	Q.5.b
Student will be able to CO1: Understanding the basics of Design. CO2: Learn about the Typography						

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Laws and Ethics*** /Course code ***BJM 3041*** is level **3** for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Film Theories and Practices
Course Code : JMC 305, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : BA (J&MC) 3rd Semester
Faculty Name : Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the the landscape of film theories.

B. Course Outcomes: At the end of the course, students will be able to:
JMC305.1. In this course students will understand the language of film making
JMC305.2. They will come to know about different stages of filmmaking
JMC305.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
JMC305.4. They will be introduced to the concepts of lighting and editing for films.
- **JMC305.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to	A	5%

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	be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Course Contents/Syllabus:	**Weightage**
Module I : Language of Cinema	**25%**
World space and screen space; Continuity: space & time, Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	**25%**
Development stage- casting, scheduling & Reece Pre-production stage- key members of film production unit and their roles and responsibilities; Production –Different types of shots and angels – implications. Post production; Distribution, promotion and release; Exhibition and film festival	
Module III : Scriptwriting	**25%**
Narrative Composition: 3 plot structure, Linear and Non-linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
Module IV : Lighting and Editing for Films	**25%**
Study of Lighting-Mood, Feel, Form, Content; Single point and two-point lighting in Films Understanding Natural lighting in Films, Concepts of editing Types of editing and editing practice on applications	

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E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Understand the growth and development of Indian Cinema
- Get familiar with the techniques used in filmmaking, film art movements
- Understand Cinema as a mass communication medium, working with agencies and film boards, censor mechanism and overall objective of filmmaking
- Learn concepts such as proposing a film script, budgeting a production, working with crew

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
2	Continuity: space & time	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
3	Camera movements, angles & shots	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
4	Mise-en-scene; *Dimensions of sound:*	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
5	onscreen & off-screen, di-getic & non-digetic	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
6	sync amd non-sync, sound effects	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
7	silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam

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8	silence, dialogues, ambient sound,.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
9	background score & musical tracks.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
10	Development stage- casting	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
11	scheduling & Reece	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
12	Pre-production stage- key members of film production unit	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
13	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
14	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
15	Postproduction; Distribution	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
16	promotion and release.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
17	Exhibition and film festival	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
18	Exhibition and film festival	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
19	Narrative Composition: 3 plot structure	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
20	Narrative Composition: 3	Lecture	JMC305.3	Mid Term-

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	plot structure			1, Quiz & End Sem Exam
21	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
22	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
23	Scriptwriting formats	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
24	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
25	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
26	storyboarding & shooting script	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
27	Script selection; Writing proposal	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
28	Study of Lighting-Mood	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
29	Feel, Form, Content	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
30	Single point and two-point lighting in Films	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
31	Single point and two-point lighting in Films	Lecture	JMC305.4	Presentation, Quiz & End Sem Exam
32	Understanding Natural	Lecture	JMC305.4	Presentati

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	lighting in Films			on, Quiz & End Sem Exam
33	Understanding Natural lighting in Films	Lecture	JMC305.4	Presentation, Quiz & End Sem Exam
34	Concepts of editing	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
35	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
36	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 305.1	In this course students will understand the language of film making .	-	1	2	1	-	2	3	-	-	-	-	-	-		**2**

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JMC 305.2	They will come to know about different stages of filmmaking	-	-	2	2	-	2	3	-	-	-	-	-	**1**		**2**
JMC 305.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.	-	1	2	1	-	2	3	-	-	-	-	-	**-**		**2**
JMC 305.4	They will be introduced to the concepts of lighting and editing for films.	-	-	2	2	-	2	3	-	-	-	-	-	**1**		**2**
JMC 305.5	*To establish distinction between technique and content*	-	1	2	1	-	2	3	-	-	-	-	-	**-**		**2**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2019-20						
Class: JMC Semester						
Subject Name: JMC305 Film Theories and Practices		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course students will understand the emergence of the new In this course students will understand the language of film making . CO2: They will come to know about different stages of filmmaking						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
	Q.2a	Explain the scope of Script Selection.	3

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CO1	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Film Theories and Practices***/Course code ***JMC 305*** is level **2** for the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Development Communication
Course Code : JMC 306, Crédits: 3 Session : 2019-20 Class : BA J&MC III
Faculty Name : Adhrit Chandra Pati Tripathi

A. Introduction: "Development Communication" explores the strategic use of communication to drive positive social change. This course delves into effective methods of conveying information, fostering community engagement, and catalyzing development initiatives.

B. Course Outcomes: At the end of the course, students will be able to:
JMC 306.1 To develop understanding in the concept of development
JMC 306.2 To understand the concept of development communication
JMC 306.3 To understand role and use of media in development communication
JMC 306.4 Learn to strategically disseminate information to catalyze positive social change and development.
JMC 306.5 Develop skills in fostering community engagement through effective communication strategies for sustainable development initiatives.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

References:

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- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning and definitions of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
2	Process of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
3	Models and theories of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
4	Models and theories of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
5	Approaches to development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
6	Problems and issues in development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
7	Problems and issues in development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of developing societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
9	Characteristics of developing societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
10	Difference between developed and developing nations and societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
11	Difference between developed and developing nations and societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
12	Developmental issues	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
13	The concept of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
14	Definitions of development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
15	Roles of development communication,	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem

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				Exam
16	Goals of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
17	Difference between communication for development and development communication	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
18	Difference between communication for development and development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
19	Development Support Communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
20	Flow of information	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
21	McBride Commission	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
22	Role of communicator in the process of social change	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
23	Mass media as a tool for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
24	Problems with the use of media for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
25	Problems with the use of media for development	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
26	Role of community radio and local media in social sensitization	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
27	Role of community radio and local media in social sensitization,	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
28	CRS	Lecture	JMC 306.5	Mid Term-2, Quiz & End Sem Exam
29	CRS	Lecture	JMC 306.5	Quiz & End Sem Exam
30	local media role in	Lecture	JMC 306.2	Quiz & End Sem

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	development			Exam
31	local media role in development	Lecture	JMC 306.1	Quiz & End Sem Exam
32	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
33	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
34	Development Support Communication	Lecture	JMC 306.3	Quiz & End Sem Exam
35	Approaches to development	Lecture	JMC 306.2	Quiz & End Sem Exam
36	CRS and local media role in development	Lecture	JMC 306.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 306.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
JMC 306.2.	Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different	3	2	2	2	2				2		1	1			

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	design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
JMC 306.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
JMC 306.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
JMC 306.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample
Amity School of Communication
2019-20

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Class: BA J&MC **Development Communication** III Semester						
Subject Name: **Development Communication**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

CO Map	Question No.	Question	Marks
CO1	Q.1	Define development and highlight its essential features.	6
CO1	Q.2	Briefly explain one model or theory of development.	6
	Q.3	List two characteristics that distinguish developing societies from developed ones.	6
CO1	Q.4	Explore the key differences between developed and developing nations, citing examples.	6
CO2	Q.5	Name and briefly explain two approaches to development.	6
CO2	Q.6	Outline the roles that development communication plays in societal progress.	6
	Q.7	Explore the key differences between developed and developing nations, citing examples.	10
CO2	Q.8	Discuss one prevalent developmental issue and suggest possible solutions.	10
CO3	Q.9	Differentiate between Communication for Development and Development Communication, highlighting their unique aspects.	10
CO3	Q.10	Explain the McBride Commission's significance in social change and its impact on mass media.	20

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Development Communication*** /Course code ***JMC 306*** is level **3** for the academic year 2019-20.

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Course Handout
Digital Skills for Media III
Course Code : JMC 307 Crédits : 2 Session : 2019-20, Class : BAJMC 3rd Semester
Faculty Name :Sanjay Singh Sikarwar

A. Introduction: Video editing ensures continuity between shots, creates pacing through cuts and creates meaning by juxtaposing images. Video Editors will use digital editing applications such as Premiere Pro and Final Cut Pro to add and remove elements of a video file, add sound, speed up or slow down footage, and add digital effects. Acquiring graphic design and video editing skills can significantly boost student professional growth. These skills are highly sought after by various industries, including marketing, advertising, media, and entertainment

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 307.1. understand the concepts of Video editing & graphic design..
JMC 307.2. Analyze various Video editing techniques.
JMC 307.3. Identify, implement and evolve conceptual understanding of the graphics design.
JMC 307.4. Evaluate the different technologies such as linear editing & non linear editing.
JMC 307.5. Enable students to understand format of graphics & structure..

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Adobe After Effects Adobe After effects Interface, Tools and Menus, Working with Adobe After effects, Video Editing, Uses of Adobe After effects as Video editing software, The functioning of Adobe After effects and its significance in various media.After effects, Video Editing, Uses of	**35%**
Module II: Adobe Premiere-Pro Adobe Premiere-Pro Interface, Tools and Menus, Working with Adobe Premiere-Pro, , Video Editing., Uses of Adobe Premiere-Pro as Video editing software**,** The functioning of Adobe Premiere-Pro and its significance in various media.	**30%**
Module III: FCP (Fine Cut Pro) FCP (Fine Cut Pro) Interface, Tools and Menus, Working with FCP (Fine Cut Pro), Video Editing with the help of FCP (Fine Cut Pro), The functioning of (Fine	**35%**

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- Dancyger, K. (2014). The technique of film and video editing: history, theory, and practice. CRC Press.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Worth, S., & Adair, J. (1972). Through navajo eyes. Bloomington: Indiana UP.
- Reisz, K., & Millar, G. (1971). The technique of film editing.
- Goodman, R. M., & McGrath, P. (2002). Editing digital video: the complete creative and technical guide. McGraw-Hill, Inc..

Suggested Readings

- Help Commend of All Softwares.

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G. ecture Plan:

Lecture	Topics	Mode of Delivery	Correspondi ng CO	Mode of Assessing CO
1	Adobe After effects Interface, Tools and Menus	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
2	Working with Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Video Editing	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
4	Adobe After effects as Video editing software	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
5	functioning of Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
6	Type of Video editing	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing a story and project .	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
8	Types of affects,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
9	Transitions, ,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
10	Color Correction	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
11	Time line & audio effects	practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
12	Keyframing & effects	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
13	Export & rendering	Practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
14	Adobe premier pro	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
15	Premier pro panel	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam

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16	Learning Various formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
17	Rendering	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
18	Video editing formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
19	Text animation	Practical	JMC307.4	Mid Term-1, Quiz & End Sem Exam
20	Concept of editing & Designs	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
21	Exporting of projects.	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
22	Master editing of Projects	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
23	Comparison of type of graphics & editing	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam
24	After effect & design, ,	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
25	Submission of project	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 307.1	Understand the concepts of Video editing & graphic design..	3	3	1	3	1				2		2	1			
JMC 307.2	Analyze various Video editing techniques	3	2	2	2	2				2		1	1			
JMC 307.3	Identify, implement and evolve conceptual understanding of the graphics design.	3	2	2	2	2				3		3	1			

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JMC 307.4		Evaluate the different technologies such as linear editing & non linear editing.	3	3	2	3	2				1		2	1			
JMC 307.5		Enable students to understand format of graphics & structure..	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2019-20						
Class: BAJMC Digital skills for Media III III sem						
Subject Name: Digital skills for media III		Time: 1.5 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the Video editing & graphics.CO2: Define the basics in Animation & design						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Video editing? Why it is important in graphics?	3
CO1	Q.2a	What is animation? What is the difference between 2d animation & 3d animation?	3
	Q.2b	What do you understand Transitions? Explain any 2 video transitions	3
CO2	Q.3	Explain the role of design for graphics & animation	6
CO2	Q.4	What is graphics? What are the various types of graphics?	3
CO2	Q.5a	What is aspect ratio?	3
	Q.5b	What do you understand by image optimization & image manipulation?	3
CO2	Q6	What is cinema 4D? Name 5 graphics formats.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media III***/Course code ***JMC 307*** is level **3** for the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISEMENT PRODUCTION
Course Code: JMC 308, Credits: 03, Session: 2019-20 (Odd Sem.), Class: BA(J&MC). III SEM
Faculty Name: Gaurav Chhabra

A. Introduction: To initiate the students into Advertisement Production unveils the art and precision of transforming creative concepts into impactful visuals. Explore the intricate process from ideation to execution across print, digital, and audio-visual mediums. Dive into the technical nuances, consumer psychology, and real-world applications, equipping you to craft compelling advertisements that resonate and captivate audiences.

B. Course Outcomes: At the end of the course, students will be able to:

JMC308.1. The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.

JMC308.2. The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.

JMC308.3. The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.

JMC308.4. The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.

JMC308.5. The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

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PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment	CT	15%
	Internal Assignment		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End	A	5%

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	Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	Viva-Voce	Viva	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Fundamentals of Advertisement Production	**35%**
Introduction to Advertisement Production • Explore the role of advertisement production in the marketing ecosystem. • Understand the key elements of a successful advertisement and the impact of production on message delivery. **Creative Ideation and Storyboarding** • Master the art of brainstorming and ideation for advertisements. • Learn to translate creative concepts into effective storyboards, outlining visual and narrative components. **Pre-production Planning** • Dive into the meticulous planning phase, covering budgeting, script development, casting, location scouting, and assembling production teams. • Understand the importance of effective pre-production in ensuring a smooth production process.	
Module II: Technical Aspects of Advertisement Production	**30%**
Cinematography and Visual Composition • Explore the principles of cinematography for video advertisements. • Learn techniques for visual storytelling, framing, lighting, and camera movements to enhance visual impact. **Graphic Design for Print and Digital** • Delve into graphic design principles for print and digital advertisements. • Understand the use of typography, color theory, and layout design to create visually compelling print materials and online assets. **Digital Advertisement Production** • Navigate the digital landscape, covering the production of online ads, social media	

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content, and interactive ad formats. • Explore the integration of multimedia elements and user engagement strategies in digital advertisement production.	
Module III: Post-production and Audience Engagement	**35%**
Editing and Post-production • Learn post-production techniques, including video editing, sound design, and visual effects. • Understand the role of post-production in refining and enhancing the final advertisement. **Audience Analysis and Engagement** • Explore consumer psychology and behavior to tailor advertisements to target demographics. • Learn strategies for maximizing audience engagement, considering cultural nuances and current trends. **Real-world Application and Case Studies** • Apply learned concepts in practical scenarios, working on real-world advertisement production projects. • Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	

Pedagogy for Course Delivery:

This practical project will be conducted in groups under the guidance of the faculty responsible for the guidance of this project.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**VIVA-VOCE**
Components (Drop down)	**Internal Assignment 1**	**Internal Assignment 2**	**Home Assignment**	**Attendance**	**70**
Weightage (%)	10	5	10	5	70

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H. Text and References:

- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips
- "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
- "Don't Make Me Think" by Steve Krug
- "In the Blink of an Eye" by Walter Murch
- "The Advertising Effect: How to Change Behaviour" by Adam Ferrier
- "Film Directing Shot by Shot: Visualizing from Concept to Screen" by Steven D. Katz

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Advertisement Production	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
2	Explore the role of advertisement production in the marketing ecosystem.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
3	Understand the key elements of a successful advertisement and the impact of production on message delivery.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
4	Creative Ideation and Storyboarding	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
5	Master the art of brainstorming and ideation for advertisements.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
6	Learn to translate creative concepts into effective storyboards, outlining visual and narrative components.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
7	Pre-production Planning	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
8	Dive into the meticulous planning phase, covering budgeting, script development, casting, location scouting, and assembling production teams.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
9	Understand the importance of effective pre-production in ensuring a smooth production process.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
10	Technical Aspects of Advertisement Production	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
11	Cinematography and Visual Composition	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
12	Explore the principles of cinematography for video advertisements.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce

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13	Learn techniques for visual storytelling, framing, lighting, and camera movements to enhance visual impact.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
14	Graphic Design for Print and Digital	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
15	Delve into graphic design principles for print and digital advertisements.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
16	Understand the use of typography, colour theory, and layout design to create visually compelling print materials and online assets.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
17	Digital Advertisement Production	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
18	Navigate the digital landscape, covering the production of online ads, social media content, and interactive ad formats.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
19	Explore the integration of multimedia elements and user engagement strategies in digital advertisement production.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
20	Post-production and Audience Engagement	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
21	Post-production and Audience Engagement	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
22	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
23	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
24	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce

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25	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
26	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
27	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
28	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
29	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
30	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
31	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
32	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
33	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
34	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce

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35	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
36	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
37	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
38	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
39	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
40	Real-world Application and Case Studies	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
41	Real-world Application and Case Studies	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
42	Real-world Application and Case Studies	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
43	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
44	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
45	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce

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46	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
47	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
48	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC308.1	The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.	-	1	2	1	3	1	-	2	-	1	3	2	1	2	1
JMC308.2	The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.	2	1	-	1	2	2	1	2	2	2	1	-	2	3	2
JMC308.3	The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.	1	3	2	-	1	3	2	1	-	-	2	1	3	2	1
JMC308.4	The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.	1	2	3	1	2	-	1	3	-	1	2	3	2	3	2

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JM C308.5	The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.	3	2	2	1	-	2	-	3	3	3	2	2	3	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III) 2019-20

Class: BA(J&MC) III Semester

Subject Name: JMC308 ADVERTISEMENT PRODUCTION	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,	Q.4	Q.4	Q.5	Q.6

Student will be able to

CO1: The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.

CO2. The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.

CO3. The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.

CO4. The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.

CO5. The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of an effective storyboard, and how does it guide the production process?	3
CO2	Q.2a	How does pre-production planning, including budgeting and team assembly, influence the overall success of an advertisement campaign?	3
	Q.2b	Can you explain the importance of graphic design principles in creating visually compelling print and digital advertisements?	3

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CO3	Q.3	How does digital advertisement production differ from traditional methods, and what are the essential considerations for creating effective online ads?	6
CO4	Q.4	Can you provide an analysis of a successful advertisement campaign, discussing the key production strategies that contributed to its effectiveness?	3
CO5	Q.5a	In the context of advertisement production, how can user engagement strategies be effectively integrated into digital campaigns?	3
	Q.5b	What role does post-production play in refining and enhancing the final version of an advertisement?	3
CO5	Q 6	How can an understanding of consumer psychology contribute to tailoring advertisements to specific target demographics?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ADVERTISEMENT PRODUCTION /JMC 308 is level 2 for the academic year 2019-20.

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Course Handout
Course Name : Applied Research in Media Studies
Course Code : JMC 401, Crédits: 3 Session : 2019-20 Class : BA J&MC IV
Faculty Name : Dr. Sumit Narula

A. Introduction: : This course will help students to learn application level of media research.

B. Course Outcomes: At the end of the course, students will be able to:

- To introduce students to the application of research in mass communication
- To explore the various forms of research in different media
- To introduce students to the variety of tools used in different forms of media research
- To introduce them to the concept of research paper/articles and their execution
- To understand the scientific methods and analysis in research.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple

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cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**
Module I: Concept of Development	

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Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	**30%**
Module II: Development Communication The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	**35%**
Module III: Use of Mass Media in Social Sensitization Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	**35%**

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

References:

Any other Study Material: Research reports of Neilson, India, 9th Edition, Pearson, Reprint, 2002.V. Krishnamurthy, V.P. Mainra and J.L. Arora, An introduction to Linear Algebra, Affiliated East–West press, Reprint 2005.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Source Analysis; Message Analysis	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
5	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
6	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
9	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
10	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Pre testing Methods: Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillometer test, The	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam

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	Tachisto scope test Consumer jury test, GSR test.			
12	Post testing Methods: Enquiry test Recall test Recognition test, DAR testing	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
13	Television Audience Measurement; Market Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
14	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
15	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
16	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
17	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
18	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
19	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics applied in Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
22	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
23	Statistics applied in	Lecture	JMC	Mid Term-2,

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	Research		401.3	Quiz & End Sem Exam
24	Frequencies and Percentages	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
25	Frequencies and Percentages	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
26	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
27	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
28	Measures of Central tendency	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
29	Measures of Central tendency	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
30	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
31	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
32	Mean, Median, Mode	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 401.1.	***Describe*** the media research analysis for source, message, channel and audience	3	3	1	3	1				2		2	1			
JMC 402.2.	***Classify*** the applications of media research in print, electronic and PR industry.	3	2	2	2	2				2		1	1			
JMC 403.3.	***Prepare*** media research plans for the above-mentioned industries	3	2	2	2	2				3		3	1			
JMC 404.4.	***Apply*** the basic statistical processes in various media research studies	3	3	2	3	2				1		2	1			
JMC 405.5	To understand the scientific methods and analysis in research.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2019-20
Class: BA J&MC Applied Research in

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Media Studies IV Semester						
Subject Name: Applied Research in Media Studies		Time: 1.5 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	What helps to agree timing, agree resource allocation and draws boundaries?	6
CO1	Q.2	What is the comparative method?	6
	Q.3	Define Research?	6
CO1	Q.4	What do you mean by probability sampling?	6
CO2	Q.5	What is hypotheses?	6
CO2	Q.6	What do you mean by secondary data?	6
	Q.7	Explain the significance of source analysis in media research and provide an example.	10
CO2	Q.8	Describe the key components of channel analysis in media research.	10
CO3	Q.9	Discuss the importance of circulation research in the context of newspapers and magazines.	10
CO3	Q.10	Explain the concept and methodologies of television audience measurement.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2

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Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Applied Research in Media Studies*** /Course code ***JMC 401*** is level **3** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course : News Room Practices & Anchoring Skills
Course Code : JMC 402 Crédits :03 Session : 2019-20 (Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 402 .1. Understand the concepts of TV & News room Practices
JMC 402.2. Analyze various format of TV Shows
JMC 402.3. Identify, implement and evolve conceptual understanding of the subject.
JMC 402.4. Evaluate the different ideologies in the field of TV & News industries
JMC 402.5. Enable students to understand various formats of programme.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

D.Contents/Syllabus:	**Weightage**
Module I : Tv News Room	**20%**
TV Newsroom Structure; Process Of Broadcast Of A News Report Reporting: Types OfReporting (Beats)-Political, Social, Business, Entertainment, Crime, Educational L, Health, Sports; INGEST :Feed, FTP, Recording Assignment/Input: News Gathering, Phono, Live , Guest Coordination, Forward Plan, Day Plan. Desk Output :Rundown, Ticker, Planning, Prep, Video Editing, Graphics; PCR :Switcher, Sound, Play Out, CG, Teleprompter; MCR:Scheduling Of Programmes, Scheduling Of Advertisements, Time Management,Content Crisis Management; TV AT HOMES:TV Center, Teleport, Satellite, Downlinking To MSO,DTH Platform, Home.; Research:News Research, SIT, RTI, Archive/Library-Tagging, Description, Archiving; Monitoring: Keeping Watch On	
Module Ii: News Management	**20%**

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News Collection From Field: Reporter, Stringer, Sources, Other Channels, Newspapers, News Agency, Citizen Journalists/Active Viewers, Thought Process OfWorking On A Report: Research, Data Collection, Expert Advice, Byte, Shots Collecting Information, Shots And Bytes/ Counter Bytes, On Location Shoot, PTC's:Definition, Concept, Types, Requirement; LIVE: Deferred, On Location, Actual, Impact On Viewers, Team Involved; Coordination With Output And Ingest: Role Of	
Module Iii: Output Desk	**20%**

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Role Of Output, Role Of Each Personnel At The Desk, Coordination With Different Reporters At Various Locations. Script Writing And Making Of A Package. Rundown And Its Contents. Requirements Of A Story Update And Deciding On The Contents Of A Bulletin Programming According To Time Requirement, Aesthetics Of Screen Presentation Montage, Sting Promos, Coordination With The PCR, Studio: Connection With PCR , Panel Discussion, Talk Shows, Debates, News Bulletins Studio Setup ,MultiCam , Single Cam, Technical Requirement, Multi-Location, Live Broadcast, How Broadcast Takes Place	
Module Iv: News Bulletin Management	**20%**
Making Of A News Report/Special Program(Non-Fiction); Shooting: Studio, Outdoor:Location, Shots, Bytes, Scripting: Fast News, Package, Anc Shot, Ancgfx, Backgrounder; Editing: Concept, Types, Effects, Transitions, Styles, Anchoring: Studio/Outdoor, Making A Rundown; Contents Of Rundown; Headlines, Breaks, Montage, Sting, Promo; Controlling The Half Hour Bulletin; Impact On Viewer	
Module V: Anchoring Skills For TV	**20 %**
Qualities Of An Anchor; Voice Modulation; Dressing Styles And Formats, Anchoring Cookery Shows; Anchoring Travel Shows; Anchoring For Various Formats Anchoring Interviews: People From Different Fields; Reality Shows; Hosting A Match; Using A Teleprompter; Sight Read, Anchoring Of Documentary Style ; Art Of Using Spoken Language, Some Prominent Anchors:Shireen Bhan; Arnab Gowswami; Barkha Datt; Vinod Dua, Raveesh Kumar, Sudheer Chaudhary	

E. Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
70%	30%	100%

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components(Drop down)	**Mid Term Exam**	**Assignment/ClassTest**	**Attendance**	
Weightage (%)	15	10	5	70

F. Text & References:

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide
3. By Robert Thompson, Cindy Malone
4. News casting in electronic media, by mohansundararajan
5. On Camera : how to report anchor and interview by Nancy Reardon
6. Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia,Terry Anzur
7. Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

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8. Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
9. Into the Newsroom: Exploring the Digital Production of Regional Television News by EmmaHemmingway

F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	World space and screen space; Continuity: space & time, Concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
4	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
6	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync,	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync,	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
10	Dimensions of sound: onscreen & off-screen, di-	Lecture	JMC 402.2	Mid Term-1, Quiz &

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	getic & non-digetic, sync amd non-sync,			End Sem Exam
11	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	silence, dialogues, ambient sound, background score & musical tracks	Practical	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Development stage-casting, scheduling & reece	Practical	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
16	Development stage-casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
17	Development stage-casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
18	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
19	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
20	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
21	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
22	Pre production stage- key members of film production unit and their	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem

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	roles and responsibilities			Exam
23	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
24	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
25	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
26	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
27	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
28	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
29	Play, storyboarding & shooting script; Script selection; Writing proposal	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
30	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
31	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films;	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam

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	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror			
32	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
33	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
34	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
35	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
36	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 402.1.	Understand the concepts of TV & News room Practices	3	3	1	3	1				2		2	1			
JMC402.2	Analyze various format of TV Shows	3	2	2	2	2				2		1	1			
JMC 402.3	Identify, implement and evolve conceptual understanding of the subject.	3	2	2	2	2				3		3	1			
JMC 402.4	Evaluate the different ideologies in the field of TV & News industries	3	3	2	3	2				1		2	1			
JMC402.5	Enable students to understand various formats of programme.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2019-20						
Class: BAJMC.IV Semester						
Subject Name: JMC-402 News Room Practices & Anchoring Skills		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Newsroom Practices & Anchoring Skills /Course code ***JMC 402*** is level **3** for the academic year 2019-20.

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MADHYA PRADESH
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DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: MEDIA PLANNING & EVENT MANAGEMENT
Course Code: JMC 403, Credits: 02, Session: 2019-20 (Even Sem), Class: BA(J&MC). IV SEM
Faculty Name: Gaurav Chhabra

A. Introduction: This course provides a thorough understanding of media planning, covering its definition, objectives, and contemporary relevance. Students explore strategies, including internet dynamics. The curriculum extends to event management, encompassing types, interrelationships, and planning skills. It ensures students are adept in media planning processes, event dynamics, and evaluation methodologies for a well-rounded professional readiness.

B. Course Outcomes: At the end of the course, students will be able to:

JMC403.1. Understanding that EM companies function as independent organizations.

JMC403.2. Develop the understanding of the events as prevalent tools of marketing.

JMC403.3. Analyzing the role of events in building/developing corporate image.

JMC403.4. Provide an insight into the important aspects of crisis/risk management in events.

JMC403.5. Creating a combination of PR, advertising and promotions that help a corporate organization.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%

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Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Media Planning	
Introduction To Media Planning(MP); Defining Media Planning; Objectives Of MP; Importance Of MP In The Current Scenario; Developing Media Strategy-The Media Mix; Factors Influencing Media Strategy Decisions; Media Types Characteristic Of Major Media Forms; Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising.	**25%**
Module II: Media Planning Process	
Matching Media & Market- Geographical Selectivity, Reach & Frequency; Media Briefing; Media Scheduling; Media Plan & Strategy Development Process; Media Budgeting (Traditional & Modem Methods); Media Buying Functions; New Trends In Media Buying.	**25%**
Module III: Introduction to Event & Its Elements	
Defining Events And Event Management; Scope And Importance Of Events; Types And Sizes Of Events Relationship Between-Events, Advertising, And PR; 5 C's Of An Event, Departments In An Event Management Company; Designing Of An Event; Event Logistics Event Production- Theme, Décor, Stage Set-Up, Lighting, Sound, Camera.	**25%**
Module IV: Event Planning	
Event Research – Importance; Event Proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study, Importance And Process Of Event Evaluation; Establishing Tangible Objectives And Sensitivity In Evaluation; Evaluation From The Point Of View Of: Client, Organizer, Target Audience.	**25%**

Pedagogy for Course Delivery:

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**

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down)					
Weightage (%)	15	5	10	5	70

H. Text and References:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Savita Bhan-Managing Presentations; Wakhlu,
- Palmer's- Stage Management, Lighting and Sound
- Walters, Graham -Stage Lighting step-by-step;
- W.Oren& Wolf, R.Craig -Scene Design and Stage Lighting; Parker,
- Gaur, Sanjaya S &Saggere,S.V.-Event Marketing & Management;
- Hoyle Jr., Leonaed H.- Event Marketing
- Lynn Van Der Wagem -Event Management
- Angus, Robert B.-Planning, Performing & Controlling

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction To Media Planning (MP)	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
2	Defining Media Planning	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
3	Objectives Of MP	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
4	Importance Of MP In the Current Scenario	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
5	Developing Media Strategy-The Media Mix	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
6	Factors Influencing Media Strategy Decisions; Media Types Characteristic of Major Media Forms	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
7	Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
8	Matching Media & Market-Geographical Selectivity, Reach & Frequency.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
9	Media Briefing; Media Scheduling; Media Plan & Strategy Development Process.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
10	Media Budgeting (Traditional & Modem Methods)	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
11	Media Buying Functions; New Trends in Media Buying	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
12	Defining Events and Event Management; Types And	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam

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13	Scope And Importance of Events	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
14	Types And Sizes of Events, Relationship Between-Events, Advertising and PR	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
15	5 C's of An Event	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
16	Departments In an Event Management Company; Designing of An Event; Event Logistics	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
17	Event Production- Theme, Decor, Stage Set-Up, Lighting, Sound, Camera	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
18	Event Research – Importance; Event Proposal; Pitching Process.	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
19	Event Scheduling; Event Marketing & Crisis Management	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
20	Case Study, Importance and Process of Event Evaluation	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
21	Establishing Tangible Objectives and Sensitivity in Evaluation	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
22	Evaluation From the Point of View of: Client.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
23	Evaluation From the Point of View of: Organizer.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
24	Evaluation From the Point of View of: Target Audience.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC403.1	Understanding that EM companies function as independent organizations.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
JMC403.2	Develop the understanding of the events as prevalent tools of marketing.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
JMC403.3	Analyzing the role of events in building/developing corporate image.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
JMC403.4	Provide an insight into the important aspects of crisis/risk management in events.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JMC403.5	Creating a combination of PR, advertising and promotions that help a corporate organization.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –IV) 2019-20

Class: BA(J&MC) IV Semester

Subject Name: JMC403 MEDIA PLANNING AND EVENT MANAGEMENT	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Understanding that EM companies function as independent organizations.

CO2. Develop the understanding of the events as prevalent tools of marketing.

CO3. Analyzing the role of events in building/developing corporate image.

CO4. Provide an insight into the important aspects of crisis/risk management in events.

CO5. Creating a combination of PR, advertising and promotions that help a corporate organization.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of media planning in the current scenario, and how does it contribute to developing effective media strategies?	3
CO2	Q.2a	In media planning, how is the matching of media with market achieved, considering geographical selectivity, reach, and frequency?	3
	Q.2b	Explain the media planning process, covering media briefing, scheduling, and the development of media plans and strategies. How is media budgeting approached using traditional and modern methods?	3
CO4	Q.3	What functions does media buying serve in the media planning process, and what are the new trends in media buying?	6
CO3	Q.4	Explore the 5 C's of an event and the departments within an event management company. Discuss the design, logistics, and production aspects of organizing an event.	3

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CO5	Q.5a	Why is event research important, and what does the event proposal and pitching process entail?	3
	Q.5b	How do you establish tangible objectives and sensitivity in event evaluation? Explain the evaluation perspectives from the client, organizer, and target audience.	3
CO3	Q.6	Discuss the functions of media buying within the media planning process. How have new trends influenced the way media buying is approached?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course MEDIA PLANNING AND EVENT MANAGEMENT /JMC 403 is level 2 for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to New Media
Course Code : JMC 404, Crédits : 03, Session : 2019-20 (Even Sem.), Class : BA (J&MC) 2nd Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: The course will help students to learn the new edge media.

B. Course Outcomes: At the end of the course, students will be able to:
JMC404.1. In this course students will understand the emergence of the new 'reader'.
JMC404.2. They will come to know about convergence of media and technology.
JMC404.3. The course is designed to enable the student to understand the changing role of media professionals.
JMC404.4. They will be introduced to the concepts of web journalism.
JMC404.5. Understand the New Media production process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

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C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Introduction to New Media	**30%**
• New Media Vs Cyber Media, Characteristics of New Media, • Principles of New Media Mapping, • Interface, Analogue Vs Digital technology, • Digitization of media· media • convergence, Information Superhighway, Social media	
Module II Web Journalism	**40%**
• Overview of Web Journalism , News is a conversation now – participative newsrooms structure, • Trends in web/online Journalism & Communication, Qualities New Media journalist , • Mobile Journalism (MOJOs), • Content management, Trends in Online Reporting & Editing	
Module III Understanding New Media Technologies & Applications	**30%**
• Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, • Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, • SEO, Digital Marketing	

E. Examination Scheme:

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Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
2	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
3	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
4	New Media Vs Cyber Media,	Lecture	JMC404.1	Mid Term-1, Quiz &

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	Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media *convergence, Information Superhighway, Social media*			End Sem Exam
5	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
6	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
7	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
8	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
9	New Media Vs Cyber Media, Characteristics of New Media,	Lecture	JMC404.2	Mid Term-1, Quiz &

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	Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media			End Sem Exam
10	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
11	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
12	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
13	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam

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14	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
15	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
16	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
17	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
18	Overview of Web	Lecture	JMC404.3	Mid Term-

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	Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing			1, Quiz & End Sem Exam
19	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
20	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
21	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
22	Overview of Web Journalism , News is a	Lecture	JMC404.3	Presentation, Quiz

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	conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing			& End Sem Exam
23	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
24	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
25	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
26	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam

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	derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
27	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
28	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
29	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
30	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
31	Blogging Vs Microblogging,	Lecture	JMC404.4	Presentation, Quiz

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	Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			& End Sem Exam
32	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.4	Presentation, Quiz & End Sem Exam
33	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.4	Presentation, Quiz & End Sem Exam
34	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam
35	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam

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	database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
36	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 404.1	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**

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JMC 404.2	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 404.3	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 404.4	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 404.5	*Understand the New Media production process*	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-IV) 2019-20						
Class: BAJMC I Semester						
Subject Name: JMC404 INTRODUCTION TO NEW MEDIA		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course students will understand the emergence of the new 'reader'. CO2: They will come to know about convergence of media and technology.						
CO	Question No.	Question				Marks

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Map			
CO1	Q.1	What is Buzz Mining? Explain with example.	3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?	3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.	3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.	6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.	3
CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.	3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.	3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to New Media*** /Course code ***404*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Fake News and Media Literacy
Course Code : JMC 405, Crédits : 3, Session : 2019-20 (EVEN), Class BAJMC 4th Sem
Faculty Name : Siddharth Sharma

Introduction: "Fake news" has captured the attention of politicians, the media, and the general public since 2016. But the concept is hardly new; it has existed in some form for centuries. In this course, we will explore the history of fake news in different media, culminating in an examination of the modern phenomenon of fake news. We will learn information literacy techniques for evaluating news sources and will study a specific contemporary manifestation of "fake news" in depth.

Course Outcomes: At the end of the course, students will be able to:

- BJM-405.1- The introduce students to define fake news and discuss its history
- BJM-405.2- Describe the modern phenomenon of fake news and discuss its significance
- BJM-405.3- Identify sources of false or misleading information on a variety of media platforms
- BJM-405.4- Evaluate news and other information outlets for bias
- BJM-405.5- Describe how news items are created and disseminated across different types of media and social networks

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required	A	5%

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	to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : History of Fake News	**35 %**
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information	
Module-II Media literacy and Real news	**35%**
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives	
Module III: Basic tools and techniques to combat fake news	**30 %**
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics.	

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Factchecking organisations around the worl	

Teaching Pedagogy:

C. The course will be delivered through a combination of lectures, discussions and task-based activities.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

E. Media management in the age of Giants; Herrick, Dennis.H. • The Indian Media Business; Kohli, Vanita • Mass Communication in India; Aggarwal, Veerbala • Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age Paperback – April 1, 2018

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Characteristics of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
3	Variations of fake news, Information cycle of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
4	Identifying and dealing with fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
5	Credible sources and	Lecture	JMC	Mid Term-

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	organizations		405.1	1, Quiz & End Sem Exam
6	. Distinguish among different kinds of information and media: news, commentary/opinion, advertising,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
7	publicity, entertainment, propaganda, persuasion, raw information	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
8	Concept of Dis-information, Mis-information& Mal-information,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
9	Narratives in disinformation and misinformation,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
10	Elements of Information disorder	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
11	Phases of Information disorder.	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
12	Identify key characteristics of Real News:	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
13	Verification, accountability, independence,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
14	multiple perspectives.	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
15	Identification of fake accounts or bots,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of Red Flag,	Lecture	JMC	Mid Term-

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			405.2	1, Quiz & End Sem Exam
18	Types of common false or misleading visual content:	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
19	Wrong time/wrong place content,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
20	manipulated content,	Lecture	JMC 405.3	Mid Term-1, Quiz & End Sem Exam
21	Staged content. Tools: -	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
22	Reverse Image Search,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
23	YouTube Data Viewer,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
24	EXIF Viewer,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
25	Geolocation,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
26	Weather corroboration,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
27	Metadata Analysis,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
28	Shadow analysis,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
29	Image forensics.	Lecture	JMC 405.3	Mid Term-2, Quiz &

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				End Sem Exam
30	Factchecking organisations around the world	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
31	Features	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
32	Writings in research	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
33	Dummy model	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC405.1	The course designed to define fake news and discuss its history	3	3	1	3	1	**3**	**3**	**3** **3**	2	**3**	**2**		**3**	**2**	**1**

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JMC405.2	describe the modern phenomenon of fake news and discuss its significance	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
JMC405.3	Identify sources of false or misleading information on a variety of media platforms	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC405.4	Evaluate news and other information outlets for bias	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC405.5	describe how news items are created and disseminated across different types of media and social networks	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication IV MID-SEMESTER (SEM –IV) 2019-20						
Class: BAJMC.IV Semester						
Subject Name: JMC-405: Fake News and Media Literacy		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to CO1: List the broad perceptive of News gathering and beats .CO2: Basic principles and rules of proof reading			
CO Map	Question No.	Question	Marks
CO1	Q.1	What defines "fake news" and how does it differ from misinformation and disinformation?	3
CO1	Q.2a	How does the spread of fake news and disinformation impact public discourse and democratic processes?	3
	Q.2b	What are some common techniques used to create and disseminate fake news and disinformation?	3
CO1	Q.3	How do social media platforms contribute to the spread of fake news and disinformation, and what measures are being taken to address this issue?	6
CO2	Q.4	What role do confirmation bias and echo chambers play in the consumption and propagation of fake news and disinformation?	3
CO2	Q.5a	how can individuals critically evaluate information sources to distinguish between legitimate news and fake news?	3
	Q.5b	What are the potential consequences of believing and sharing fake news and disinformation?	3
CO2	Q 6	How do governments and organizations combat fake news and disinformation without infringing on freedom of speech?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course : ***Fake News and Media Literacy*** /Course code ***JMC-405*** is level 2 for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course : Digital Skills for Media IV
Course Code : JMC 406 Crédits :02 Session : 2019-20 (Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 406 .1. Understand the concepts of Graphics & design.
BAJMC 406.2. Various digital media formats
BAJMC 406.3. Multimedia & its interactive style of working
BAJMC 406.4. Evaluate the different ideologies in the field of graphics & editing
BAJMC 406.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. **Assessment Plan:**

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. **Syllabus:**

Course Contents/Syllabus:	Weightage
Module I : Graphics	**25%**
Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	
Module II: Introduction Of Image	**35 %**
Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	
Module Iii: Animation	**40 %**
Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	

E. Examination Scheme

Lab/ Practicals: Training of Graphics and Animation Software

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

Viva: The Viva of this practical will be conduct by the Industry Expert. Text & References

F. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- **T**aylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

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F. **Lecture Plan**

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
2	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
3	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
4	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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	Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.			
5	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
6	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
7	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
8	Image, Image Types: Method Of Storing &	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem

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	Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			Exam
9	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
10	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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11	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
12	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
13	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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	And Dithering, Image Size			
14	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
15	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
16	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam

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	Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
17	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
18	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
19	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam

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	Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
20	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
21	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
22	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation,	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
23	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
24	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire,	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Explosion Etc. And Rendering			
25	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
26	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
27	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
28	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
29	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera,	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam

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	Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
30	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
31	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
32	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam

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	Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
34	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam
35	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam

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	Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
36	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam

G. **Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 406. 1.	Understand the concepts of Graphics & design.	3	3	1	3	1				2		2	1			
JMC402. 2	Various digital media formats	3	2	2	2	2				2		1	1			
JMC 406.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
JMC 406.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
JMC406. 5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –IV) 2019-20						
Class: BA(J&MC) IV Semester						
Subject Name: BAJMC-406 Digital Skills for Media-IV		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to CO1: List the Different designing software and concept.CO2: Apply different application as per need.			
CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Digital skills for media IV /Course code ***JMC 406*** is level **3** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Television Production
Course Code : JMC 407 Credit : 2 Session : 2019-20 (Odd Sem.), Class : BAJMC. 4th Sem
Faculty Name : Sandeep Kumar

A. **Introduction:** This course is meant to Equip students with comprehensive skills in television production, covering technical proficiency, creative storytelling, effective pre-production planning, collaborative teamwork, and critical analysis of production choices to prepare them for diverse roles in the industry.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 407.1. Demonstrate proficiency in operating television production equipment and technology.

JMC 407.2. Apply principles of visual storytelling to create compelling narratives for television.

JMC 407.3. Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects..

JMC 407.4. Collaborate with a production team to successfully execute live television broadcasts and recorded programs.

JMC 407.5. Evaluate and analyze the impact of television production choices on audience engagement and viewer experience.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Midterm	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Suggested Text/Reference Books:

- "Television Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Television Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

E. Course Articulation Matrix

Sample

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 407.1	Demonstrate proficiency in operating television production equipment and technology.	3	3	1	3	1				2		2	1			

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JMC 407.2	Apply principles of visual storytelling to create compelling narratives for television.	3	2	2	2	2				2		1	1			
JMC 407.3	Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects.	3	2	2	2	2				3		3	1			
JMC 407.4	Collaborate with a production team to successfully execute live television broadcasts and recorded programs	3	3	2	3	2				1		2	1			
JMC 407.5	Evaluate and analyze the impact of television production choices on audience engagement and viewer experience	2	2	1	2	3				2		2	1			

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***TELEVISION PRODUCTION*** /Course code ***JMC 407*** is level **3** for the academic year 2019-20

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Amity School of Communication
Course Handout
Course Name : Advanced Cyber Media
Course Code : **BAJMC 501**, Credits : 2, Session : 2019-20(ODD), Class BAJMC 5th Semester
Faculty Name : Aditya Kumar Shukla

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC 501**.1- Develop an understanding of the evolving nature of media consumption patterns in the networked world.
- **BAJMC 501**.2- Explore the emergence of the new 'reader' and their role in shaping media content and distribution.
- **BAJMC 501**.3- Analyze the convergence of media and technology and its impact on content creation, distribution, and audience engagement.
- **BAJMC 501**.4- Gain insight into the changing role of media professionals in the context of new media environments.
- **BAJMC 501**.5- Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I : Introduction to New Media	**30 %**
History of Internet Journalism – world & India What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors Defining convergence and studying its origin and evolution in context of readers and technology Studying the impact of convergence on target audience, business and society.	
Module II: Digital Age	**35 %**
Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	
Module III: New Media Journalist	**35%**
(a) News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	0	05	10	10	7

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
2	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
3	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
4	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
5	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
6	What is New Media - Multiplatform journalism to the mainstream, Journalism of open doors	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
7	History of Internet Journalism – world & India	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
9	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
10	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.1	Mid Term-1, Quiz & End Sem Exam
11	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
12	Defining convergence and studying its origin and evolution in context of readers and technology	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
13	Studying the impact of convergence on target audience, business and society.	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
14	Defining convergence and studying its origin and evolution in context of readers and technology	Practical	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
15	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Practical	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
16	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
17	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam

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	protocol, e-mail, instant messaging,			
18	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
19	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
20	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.2	Mid Term-1, Quiz & End Sem Exam
21	Meanings of acronyms in the digital world - Megabytes, gigabytes and terabytes, url, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging,	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
22	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
23	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
24	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Business side of Web 2.0 Tags and folksonomy	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
25	file transfer protocol (FTP), web browsers, cache, plug-ins and	Lecture	**BAJMC**	Mid Term-

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	extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy		**501**.3	2, Quiz & End Sem Exam
26	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
27	Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures)	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
28	file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, Web-based readers, Stand-alone readers Web 2.0 – openness, organization and community. Content sharing sites (documents, videos, pictures) Business side of Web 2.0 Tags and folksonomy	Practical	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
29	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
30	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
31	News is a conversation now – participative newsrooms; MOJOs ; Being a New	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz &

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	Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations			End Sem Exam
32	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.3	Mid Term-2, Quiz & End Sem Exam
33	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.4	Mid Term-2, Quiz & End Sem Exam
34	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam
35	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-management, news management, crowd sourcing, managing conversations	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam
36	News is a conversation now – participative newsrooms; MOJOs ; Being a New Media Journalist – Learning to leverage technology for data management, self-	Lecture	**BAJMC 501**.5	Mid Term-2, Quiz & End Sem Exam

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	management, news management, crowd sourcing, managing conversations			

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 501.1	Develop an understanding of the evolving nature of media consumption patterns in the networked world..	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 501.2	Explore the emergence of the new 'reader' and their role in shaping media content and distribution.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 501.3	- Analyze the convergence of media and technology and its impact on content creation, distribution,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	and audience engagement ..															
BAJMC 501.4	Gain insight into the changing role of media professionals in the context of new media environments.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 501.5	Understand the principles and practices of web journalism, including storytelling techniques, multimedia content creation, and audience interaction.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2019-20						
Class: BAJMC.V Semester						
Subject Name: BAJMC 501 ADVANCED CYBER MEDIA		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What is meant by the "emergence of the new 'reader'" in the context of new media?	3
CO1	Q.2a	How do you define the convergence of media and technology, and what impact does it have on media consumption?	3
	Q.2b	Can you explain the changing role of media professionals in the context of new media environments?	3
CO1	Q.3	What are some key concepts and practices of web journalism that you have learned in this course?	6
CO2	Q.4	How do you identify synergies, challenges, and opportunities in the emerging media landscape?	3
CO2	Q.5a	What are some recent trends and innovations in digital media platforms and social networking?	3
	Q.5b	How do you evaluate the credibility of information in online media sources?	3
CO2	Q 6	What practical skills have you acquired in digital content creation and social media management?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Advanced Cyber Media /Course code BA*JMC 501*** is level 3 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Advanced Film Theory & Practice
Course Code : **BAJMC 502**, Credits : 3, Session : 2019-20 (ODD), Class BAJMC 5th Semester
Faculty Name : Sandesh Mahajan

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **JMC 502**.1- Gain an in-depth understanding of the intricate nuances of cinema, including its history, genres, and techniques.
- **JMC 502**.2- Develop a critical appreciation for the specific elements and finer aspects of film, such as cinematography, editing, sound design, and narrative structure.
- **JMC 502**.3- Explore the works of renowned filmmakers across different periods and cultures, analyzing their distinctive styles, themes, and contributions to cinema.
- **JMC 502**.4- Examine the impact of influential filmmakers and their outstanding works on the evolution of filmmaking practices and cinematic storytelling.
- **JMC 502**.5- Analyze and interpret films using advanced theoretical frameworks and critical perspectives, incorporating concepts from film theory, semiotics, and cultural studies

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I	**25 %**
Editing : Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software, Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	
Module II	**25 %**
Documentaries: Realism and the documentary film; Importance of Research in documentary film; Types of documentary films : Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	
Module III	**25%**
(a) **Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	
Module IV	25%
Film Studies: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
2	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
3	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam

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4	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
5	**Editing :** Purposes of Editing, Basic transitions and meanings, Match cut, jump cut, cut-in & cut away, Parallel cutting &inter-cutting, Montage theory, Creating montage using editing software	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
6	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
7	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
8	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
9	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
10	Methods of editing using case studies, sequences: Action sequence, Comedy sequence, Romantic sequence, Conversation sequences, Chase sequence, Music videos etc.; Use of graphics and animation	Lecture	**BAJMC 502**.1	Mid Term-1, Quiz & End Sem Exam
11	**Documentaries:** Realism and the documentary film;	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz &

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	Importance of Research in documentary film; Types of documentary films			End Sem Exam
12	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
13	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
14	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Practical	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
15	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Practical	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
16	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
17	**Documentaries:** Realism and the documentary film; Importance of Research in documentary film; Types of documentary films	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
18	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
19	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
20	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.2	Mid Term-1, Quiz & End Sem Exam
21	Poetic, Investigative, Educational, Exploratory,	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz &

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	Experimental; Writing for a documentary film; Post production techniques of documentaries			End Sem Exam
22	Poetic, Investigative, Educational, Exploratory, Experimental; Writing for a documentary film; Post production techniques of documentaries	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
23	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
24	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
25	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
26	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
27	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
28	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem

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	forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004			Exam
29	**Documentary Case Study :** Bombay our city, Anand Patwardhan, 1985; In the forest hangs a bridge, sanjay Kak, 1999; Bowling Over Columbine, Micheal Moore, 2002; Super size Me, Morgan Spurlock , 2004	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
30	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
31	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
32	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.3	Mid Term-2, Quiz & End Sem Exam
33	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.4	Mid Term-2, Quiz & End Sem Exam
34	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam

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35	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam
36	**Film Studies**: Auteur Theory, Cinema Verite, Contemporary Indian Cinema, Feminist Film Theory, Case study of contemporary film directors- Anurag Kashyap, Vishal bharadwaj and Zoya Akhtar	Lecture	**BAJMC 502**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 502.1	Gain an in-depth understanding of the intricate nuances of cinema, including its history, genres, and techniques.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 502.2	Develop a critical appreciation for the specific elements and finer aspects of film, such as	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	cinematography, editing, sound design, and narrative structure.															
BAJMC 502.3	- Explore the works of renowned filmmakers across different periods and cultures, analyzing their distinctive styles, themes, and contributions to cinema.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 502.4	Examine the impact of influential filmmakers and their outstanding works on the evolution of filmmaking practices and cinematic storytelling..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 502.5	Practice effective time management and organization skills to meet deadlines and deliver polished performa	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	nces on air.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2019-20						
Class: BAJMC.V Semester						
Subject Name: BA**JMC 502** ADVANCED FILM THEORY & PRACTICE		Time: 1:30 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: The specific and finer aspects of Film Appreciation.
CO2: the work of famous film makers

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some of the finer nuances of cinema that you have learned in this course?	3
CO1	Q.2a	How has this course deepened your appreciation for the specific elements of film?	3
	Q.2b	Discuss the impact of one of these filmmakers and their outstanding works on the film industry.	3
CO1	Q.3	How have advanced theoretical frameworks enhanced your understanding of films?	6
CO2	Q.4	How have practical filmmaking exercises contributed to your learning experience in this course?	3
CO2	Q.5a	Can you give an example of how cinema intersects with other art forms or cultural phenomena?	3
	Q.5b	What research have you conducted on specific filmmakers or film movements during this course?	3
CO2	Q 6	What topics have sparked the most engaging discussions in class regarding film theory and practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Advanced Film Theory & Practice /Course code BA*JMC 502*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : **News Bulletin Management**
Course Code : **BAJMC 503**, Credits : 3, Session : 2019-20 (ODD), Class BAJMC 5th Semester
Faculty Name : Siddharth Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC-503**.1- Develop a comprehensive understanding of the functioning of television news production.
- **BAJMC-503**.2- Demonstrate proficiency in preparing and presenting news reports or bulletins tailored to television broadcasting standards.
- **BAJMC-503**.3- Apply acquired skills in managing various aspects of news bulletin production, including content selection, scriptwriting, and on-air presentation**.**
- **BAJMC-503**.4- Identify and address challenges commonly faced by media professionals working in news bulletin management.
- **BAJMC-503**.5- Gain practical experience in coordinating news gathering, editing, and broadcasting processes within a newsroom environment.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I :	**20 %**
Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	
Module II	**50 %**
Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	
Module III	**30%**
(a) Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
2	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
3	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
4	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
5	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
6	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
7	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
8	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam

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9	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
10	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.1	Mid Term-1, Quiz & End Sem Exam
11	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
12	Making of a news report/special program(non-fiction); Shooting: studio, outdoor: location, shots, bytes	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
13	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
14	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
15	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
16	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
17	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
18	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles,	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam

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	Anchoring: studio/outdoor			
19	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
20	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.2	Mid Term-1, Quiz & End Sem Exam
21	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
22	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
23	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
24	Scripting: fast news, package, anc shot, anc gfx, backgrounder; Editing: concept, types, effects, transitions, styles, Anchoring: studio/outdoor	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
25	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
26	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
27	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam

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	hour bulletin; Impact on viewers			
28	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
29	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
30	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
31	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
32	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.3	Mid Term-2, Quiz & End Sem Exam
33	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.4	Mid Term-2, Quiz & End Sem Exam
34	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem Exam
35	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting, promo; Controlling the half hour bulletin; Impact on viewers	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem Exam
36	Making a rundown; Contents of rundown; Headlines, breaks, montage, sting,	Lecture	**BAJMC 503**.5	Mid Term-2, Quiz & End Sem

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	promo; Controlling the half hour bulletin; Impact on viewers			Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 503.1	**Develop a comprehensive understanding of the functioning of television news production**.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 503.2	**Demonstrate proficiency in preparing and presenting news reports or bulletins tailored to television broadcasting standards**	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC 503.3	**- Apply acquired skills in managing various aspects of news bulletin production, including**	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	content selection, scriptwriting, and on-air presentation..															
BAJMC 503.4	**Identify and address challenges commonly faced by media professionals working in news bulletin management..**	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 503.5	**Gain practical experience in coordinating news gathering, editing, and broadcasting processes within a newsroom environment.**	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2019-20		
Class: BAJMC.V Semester		
Subject Name: BA**JMC-503 NEWS BULLETIN MANAGEMENT**	Time: 1:30 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1		3
CO1	Q.2a	Can you create and present a news report or bulletin suitable for television broadcasting?	3
	Q.2b	How do you propose to address challenges encountered in news bulletin management?	3
CO1	Q.3	Describe your experience in coordinating news gathering and editing processes within a newsroom.	6
CO2	Q.4	How do you handle pressure and tight deadlines in television news production?	3
CO2	Q.5a	How does collaboration contribute to successful news bulletin production?	3
	Q.5b	How do you utilize feedback to improve your news bulletin management skills?	3
CO2	Q 6	Reflect on your growth as a media professional throughout the course.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **News Bulletin Management /Course code BA*JMC-503*** is level 2 for the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Anchoring Skills for Television
Course Code : **BAJMC 504**, Credits : 3, Session : 2019-20 (ODD), Class BAJMC 5th Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- **BAJMC-504**.1- Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.
- **BAJMC-504**.2- Acquire the skills to handle live broadcasting situations with confidence and poise, including ad-libbing and responding to unexpected challenges.
- **BAJMC-504**.3- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.
- **BAJMC-504**.4- Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.
- **BAJMC-504**.5- Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents/Syllabus:

	Weightage
Module I:	**50 %**
Qualities of an anchor; Voice Modulation; Dressing Styles and formats Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	
Module II: Writing	**40 %**
Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	
Module III: Case Studies	**10%**
(a) Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theories. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

- Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
- Into the Newsroom: Exploring the Digital Production of Regional Television News by Emma Hemmingway

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
2	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
3	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
4	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
5	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
6	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
8	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
9	Anchoring interviews: people from different fields; Reality	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz &

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	shows; Hosting a match; Using a teleprompter; Sight read			End Sem Exam
10	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.1	Mid Term-1, Quiz & End Sem Exam
11	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
12	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
13	Qualities of an anchor; Voice Modulation; Dressing Styles and formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
14	Anchoring cookery shows; Anchoring travel shows; Anchoring for various formats	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
15	Anchoring interviews: people from different fields; Reality shows; Hosting a match; Using a teleprompter; Sight read	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
16	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
17	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
18	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam

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19	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
20	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.2	Mid Term-1, Quiz & End Sem Exam
21	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
22	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
23	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
24	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
25	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam

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	of interviewing; Anchoring of documentary style; Art of using spoken Language			
26	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
27	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
28	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
29	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
30	Self-created concepts, Essentials to good writing for TV: Originality and Creativity, Idea generation, Resource management, Skill of interviewing; Anchoring of documentary style; Art of using spoken Language	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
31	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
32	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.3	Mid Term-2, Quiz & End Sem Exam
33	Shireen Bhan; Arnab Goswami; Barkha Datt;	Lecture	**BAJMC**	Mid Term-

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	Vinod Dua		**504**.4	2, Quiz & End Sem Exam
34	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam
35	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam
36	Shireen Bhan; Arnab Goswami; Barkha Datt; Vinod Dua	Lecture	**BAJMC 504**.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 504.1	Develop the ability to deliver information in a professional and articulate manner suitable for television broadcasting.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC 504.2	Acquire the skills to handle live broadcasting situations with confidence	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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	and poise, including ad-libbing and responding to unexpected challenges															
BAJMC 504.3	- Understand the challenges faced by media professionals in the field of television anchoring and develop strategies to overcome them.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC 504.4	Enhance vocal delivery and non-verbal communication techniques to engage and captivate television audiences.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC 504.5	Practice effective time management and organization skills to meet deadlines and deliver polished performances on air.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM V) 2019-20						
Class: BAJMC.V Semester						
Subject Name: BA**JMC-504** ANCHORING SKILLS FOR TELEVISION		Time: 1:30 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Professional and articulate manner suitable for television broadcasting.
CO2: Ad-libbing and responding to unexpected challenges

CO Map	Question No.	Question	Marks
CO1	Q.1	How do you define professionalism in television anchoring?	3
CO1	Q.2a	What are some common challenges faced by television anchors, and how do you propose to address them?	3
	Q.2b	How do you engage and maintain audience interest through vocal delivery and body language?	3
CO1	Q.3	Give an example of adapting an anchor script for different program genres.	6
CO2	Q.4	How do you manage time effectively to meet broadcasting deadlines?	3
CO2	Q.5a	What ethical considerations are important for television anchors?	3
	Q.5b	How do peer collaboration and feedback sessions contribute to improving anchoring skills?	3
CO2	Q 6	Reflect on your growth as a television anchor throughout the course.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Anchoring Skills for Television /Course code BA*JMC-504*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name : **Specialized Writing & Editing**
Course Code : BAJMC 505, Crédits : 3, Session : 2019-20 (ODD), Class BAJMC 5th Sem
Faculty Name : Aditya Kumar Shukla

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-505.1- Students will gain a profound grasp of key concepts to Write various types of features for magazines
- BAJMC-505.2- The course will empower students to Produce stories for specialized genres such as travel, lifestyle, disaster reporting.
- BAJMC-505.3- They will develop editing and Page Layout planning skills.
- BAJMC-505.4- This includes a detailed exploration Demonstration of investigative reporting and writing skills
- BAJMC-505.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Writing for Magazines	**25 %**
Indepth news analysis; Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	
Module II: Specialized writing	**25 %**
Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	
Module III: Investigative Reporting	**20 %**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends; Relevant Case studies: Indian and International	
Module IV: Editing & Page Layout	
Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	**30 %**

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

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D. Suggested Text/Reference Books:

E. 1. Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.

F. 2. Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.

G. 3. Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.

H. 4. Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.

I. 5. Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

J. 6. Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.

K. 7. Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.

L. 8. French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

Lecture Plan:

M. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
2	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
3	Indepth news analysis	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
4	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
5	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
6	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam

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7	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
8	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
9	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
10	Writing features; Gossip, diary and opinion columns; Profiles Human Interest features	Lecture	BAJMC-505.1	Mid Term-1, Quiz & End Sem Exam
11	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
12	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
13	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
14	Editorial writing; Travel writing; Disaster reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
15	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting model;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
16	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
17	Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
18	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
19	Definition and elements;	Lecture	BAJMC	Mid Term

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	Tools of investigative reporting;		505.2	1, Quiz & End Sem Exam
20	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.2	Mid Term-1, Quiz & End Sem Exam
21	Definition and elements; Tools of investigative reporting;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
22	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
23	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
24	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
25	Sting Operations and latest trends; Relevant Case studies: Indian and International	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
26	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
27	Headlines – techniques, styles, purposes, kinds of headlines; Scenario	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
28	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
29	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
30	Headlines – techniques, styles, purposes, kinds of headlines;	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
31	Dummy pagemake- up Computer layout; Choosing	Lecture	BAJMC-505.3	Mid Term-2, Quiz &

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	the right visuals; Principles of photo editing; Page Layout Planning			End Sem Exam
32	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.3	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.4	Mid Term-2, Quiz & End Sem Exam
34	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam
35	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam
36	Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	Lecture	BAJMC-505.5	Mid Term-2, Quiz & End Sem Exam

N. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-505	Students will gain a profound grasp of key concepts to Write various types of features for magazines	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -505	The course will empower students to Produce stories for specialized genres such as travel, lifestyle, disaster reporting.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -505	They will develop editing and Page Layout planning skills.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -505	This includes a detailed exploration Demonstration of investigative reporting and writing skills	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -505	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication
I MID-SEMESTER (SEM –5) 2019-20

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Class: BAJMC 5th Semester						
Subject Name: BAJMC-505 Specialized Writing and Editing		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Students will gain a profound grasp of key concepts to
Write various types of features for magazines
CO2: They will develop editing and Page Layout planning skills.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is specialized writing, and how does it differ from general writing?	3
CO1	Q.2a	What role does research play in specialized writing and editing?	3
	Q.2b	How do you tailor language and tone in specialized writing to suit different audiences?	3
CO1	Q.3	How does technology impact specialized writing and editing processes?	6
CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	How do specialized writers and editors adapt their processes for projects with tight deadlines or fast-paced industries like journalism or public relations?	3
	Q.5b	What ethical considerations are unique to specialized writing and editing, such as in fields like academic publishing or medical documentation?	3
CO2	Q 6	In what ways do specialized writers and editors contribute to maintaining brand voice and consistency in marketing materials?	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Writing and Editing***/Course code BA***JMC-505*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : **Digital Animation & Sound**
Course Code : BAJMC 506, Crédits : 2, Session : 2019-20 (ODD), Class BAJMC 5th Sem
Faculty Name : Sanjay Sikarwar

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-506.1- Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.
- BAJMC-506.2- Demonstrate the ability to create visually compelling animated sequences using a variety of techniques, such as 2D or 3D animation.
- BAJMC-506.3- Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.
- BAJMC-506.4- Develop critical thinking skills by analyzing and critiquing animated works, identifying strengths and areas for improvement.
- BAJMC-506.5- Explore the relationship between sound and animation, learning how to synchronize audio with visual elements effectively.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weighta
Module I	**25%**
Introduction to computers, various generations of computers, computer hardware/software Introduction to graphics, designing the graphics. Graphics-its role in instructional and educational programmes, Communication principles.	
Module II	**50%**
Computer graphics concepts, Bitmap graphics, resolution, color, file formats, composition Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	
Module III	**25%**
An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects; 2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994

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- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
4	Introduction to computers, various generations of computers,	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
5	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
6	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
7	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
8	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
9	computer hardware/software Introduction to graphics, designing the graphics.	Lecture	BAJMC-506.1	Mid Term-1, Quiz & End Sem Exam
10	Graphics-its role in instructional and educational	Lecture	BAJMC-	Mid Term-

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	programmes, Communication principles.		506.1	1, Quiz & End Sem Exam
11	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
12	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
13	Graphics-its role in instructional and educational programmes, Communication principles.	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
14	Graphics-its role in instructional and educational programmes, Communication principles.	Practical	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
15	Computer graphics concepts, Bitmap graphics, resolution,	Practical	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
16	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
17	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
18	Computer graphics concepts, Bitmap graphics, resolution,	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
19	color, file formats, composition	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
20	color, file formats, composition	Lecture	BAJMC-506.2	Mid Term-1, Quiz & End Sem Exam
21	color, file formats, composition	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
22	Animation: Meaning & importance, Animation	Lecture	BAJMC-506.3	Mid Term-2, Quiz &

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	techniques, Paper animation, Cell animation, computer animation and its application.			End Sem Exam
23	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
24	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
25	Animation: Meaning & importance, Animation techniques, Paper animation, Cell animation, computer animation and its application.	Lecture	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
26	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
27	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
28	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
29	An introduction to the process of 2D and 3D computer animation, using various software, image processing and special effects;	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
30	An introduction to the process of 2D and 3D	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem

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	computer animation, using various software, image processing and special effects;			Exam
31	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
32	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.3	Mid Term-2, Quiz & End Sem Exam
33	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.4	Mid Term-2, Quiz & End Sem Exam
34	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam
35	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Practical	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam
36	2D and 3D computer animation: its composition, model building, colour, lighting, camera, editing, production effects like fire, explosion etc. and rendering	Theory	BAJMC-506.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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BAJMC -506.1	Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC -506.2	Demonstrate the ability to create visually compelling animated sequences using a variety of techniques, such as 2D or 3D animation.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -506.3	Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -506.4	Develop critical thinking skills by analyzing and critiquing animated works,	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**

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	identifying strengths and areas for improvement.															
BAJMC -506.5	Explore the relationship between sound and animation, learning how to synchronize audio with visual elements effectively.	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2019-20						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-506 Digital Animation & Sound		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Understand the principles of digital animation, including key concepts such as timing, spacing, and squash and stretch.
CO2: Gain an understanding of storytelling techniques and how they apply to animation, including character development and narrative structure.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the primary differences between traditional animation techniques and digital animation methods?	3

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CO1	Q.2a	How does the use of sound enhance the viewer's experience in digital animation?	3
	Q.2b	Can you explain the process of rigging in 3D animation, and why is it essential?	3
CO1	Q.3	What role does timing play in creating convincing character movements in digital animation?	6
CO2	Q.4	How do you approach character design in digital animation, considering factors like personality and movement style?	3
CO2	Q.5a	What are some common challenges faced when synchronizing sound effects and music with animated sequences, and how can they be overcome?	3
	Q.5b	How has the advancement of technology influenced the evolution of digital animation over the years?	3
CO2	Q 6	Can you discuss the importance of copyright and intellectual property rights in digital animation production?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Animation & Sound*** Course code ***BAJMC-506*** is level 2 for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : **Media Planning**
Course Code : BAJMC 507, Crédits : 3, Session : 2019-20 (ODD), Class BAJMC 5th Sem
Faculty Name : Dr Dhruv Sabharwal

Introduction: The course aims at teaching process by which media selects positions by companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-507.1- Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy.
- BAJMC-507.2- Develop proficiency in utilizing media research tools and data analysis techniques to inform media planning decisions.
- BAJMC-507.3- Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.
- BAJMC-507.4- Explore the ethical considerations and legal regulations relevant to media planning, such as advertising standards and consumer privacy laws.
- BAJMC-507.5- Analyze case studies and real-world examples to understand best practices and industry trends in media planning across various sectors and markets.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Contents:	**Weightage**
Module I: Media Planning	**30%**
Introduction to Media Planning(MP); Defining Media Planning; Objectives of MP; Importance of MP in the current scenario; Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	
Module II: Media: An Overview	**30%**
Media types characteristic of major media forms; Internet –the big medium; ATL & BTL Media; Electronic media; Outdoor Advertising; Transit advertising	
Module III: Media Planning Process	**40%**
Matching media & market- Geographical selectivity, reach & frequency; Media briefing; Media scheduling; Media plan & Strategy development Process; Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

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Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Taylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to Media Planning(MP);	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
4	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
5	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
6	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
7	Defining Media Planning; Objectives of MP; Importance of MP in the current scenario	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
8	Developing Media Strategy-the media mix; Factors influencing media strategy	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem

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	decisions.			Exam
9	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
10	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.1	Mid Term-1, Quiz & End Sem Exam
11	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
12	Developing Media Strategy-the media mix; Factors influencing media strategy decisions.	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
13	Media types characteristic of major media forms; Internet – the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
14	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
15	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
16	Media types characteristic of major media forms; Internet –the big medium	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
17	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
18	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
19	ATL & BTL Media; Electronic media;	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam
20	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.2	Mid Term-1, Quiz & End Sem Exam

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21	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
22	Outdoor Advertising; Transit advertising	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
23	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
24	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
25	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
26	Matching media & market-Geographical selectivity, reach & frequency	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
27	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
28	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
29	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
30	Media briefing; Media scheduling; Media plan & Strategy development Process;	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
31	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.3	Mid Term-2, Quiz & End Sem Exam
32	Media budgeting (Traditional & Modem	Lecture	BAJMC-507.3	Mid Term-2, Quiz &

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	methods); Media Buying functions; New trends in Media Buying			End Sem Exam
33	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.4	Mid Term-2, Quiz & End Sem Exam
34	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam
35	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam
36	Media budgeting (Traditional & Modem methods); Media Buying functions; New trends in Media Buying	Lecture	BAJMC-507.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-507.1	Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -507.2	Develop proficiency in utilizing media research tools and data analysis techniques to inform media planning decisions.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -507.3	Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -507.4	Explore the ethical considerations and legal regulations relevant to media planning, such as advertising standards and consumer privacy laws.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -507.5	Analyze case studies and real-world examples to understand best practices	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	and industry trends in media planning across various sectors and markets.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –5) 2019-20						
Class: BAJMC 5th Semester						
Subject Name: BAJMC-507 Media Planning		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Understand the fundamental concepts and theories of media planning, including audience analysis, media selection, and campaign strategy. CO2: Gain insight into the role of media in integrated marketing communication strategies and how media planning aligns with broader marketing objectives.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does media planning contribute to achieving marketing objectives and enhancing brand visibility?	3
CO1	Q.2a	How do media planners determine the appropriate mix of traditional and digital media channels for a campaign?	3
	Q.2b	Can you explain the concept of reach and frequency in media planning and its significance for campaign success?	3

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CO1	Q.3	How do demographic and psychographic factors influence media selection decisions?	6
CO2	Q.4	How does media planning differ for local, national, and international campaigns?	3
CO2	Q.5a	How do media planners navigate budget constraints while maximizing the impact of advertising spend?	3
	Q.5b	In what ways do media planners adapt their strategies to account for changing consumer preferences and media consumption habits?	3
CO2	Q 6	Can you discuss the role of creativity and innovation in developing compelling media strategies?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Planning*** Course code BA***JMC-507*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name : **Media Laws & Ethics**
Course Code : BAJMC 601, Crédits : 3 , Session : 2019-20 (EVEN), Class BAJMC 6th Sem
Faculty Name : Satnam Singh

Introduction: The course aims at encompassing the legal regulations and moral standards governing journalistic practices and media content. With increasing scrutiny and evolving digital landscapes, navigating the complexities of free speech, privacy rights, and responsible reporting is paramount. Understanding these principles is essential for media professionals to uphold integrity, transparency, and accountability in their work.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-601.1- Understand the historical development and evolution of media laws and ethical standards.
- BAJMC-601.2- Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.
- BAJMC-601.3- Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.
- BAJMC-601.4- Examine case studies and real-world scenarios to apply legal and ethical principles to contemporary media issues.
- BAJMC-601.5- Discuss the role of media watchdogs, regulatory bodies, and professional organizations in upholding ethical standards and accountability.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End	A	5%

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	Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Media Ethics	**30%**
Ethics: Definition and Context; Ethics in Journalism; Code of conduct for Journalists; Press Council and its Role; Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties; Guest lectures on ethical issues in media by Industry experts.	
Module II: Media Laws	**35 %**
Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy Copyright; Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	
Module III : Media Regulation	**35 %**
Regulation: Meaning & Context; Why regulate the media?; Regulatory bodies for print, broadcast, Films; Print media regulation; Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, PG, Truth Fairness and Objectivity, O xford University Press

Any other Study Material:

- **http://thehoot.org/web/home/section.php?sectionId=7&sectionLevel=1&sectionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true**
- **http://indiatogether.org/c/media**
- **http://www.poynter.org/**
- **http://meejalaw.com/**
- **https://indialawyers.wordpress.com/category/media-ethics/**
- **https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/**

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
2	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
3	Ethics: Definition and Context; Ethics in Journalism	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
4	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
5	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
6	Code of conduct for Journalists; Press Council and its Role	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
7	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem

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				Exam
8	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
9	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
10	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.1	Mid Term-1, Quiz & End Sem Exam
11	Editorial content & integrity; Trends in commercialization: paid news, advertorials, private treaties	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
12	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
13	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
15	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
16	Freedom of Speech and Expression; Defamation; Contempt of court; Right to Privacy	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
17	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
18	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam

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19	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
20	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.2	Mid Term-1, Quiz & End Sem Exam
21	Right to Information; Cinematograph Act; Law on cyber security (IT Act, 2000)	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
22	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
23	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
24	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
25	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
26	Regulation: Meaning & Context; Why regulate the media?;	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
27	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
28	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
29	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
30	Regulatory bodies for print, broadcast, Films; Print media regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
31	Regulatory bodies for print,	Lecture	BAJMC-	Mid Term-

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	broadcast, Films; Print media regulation		601.3	2, Quiz & End Sem Exam
32	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.3	Mid Term-2, Quiz & End Sem Exam
33	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.4	Mid Term-2, Quiz & End Sem Exam
34	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam
35	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam
36	Broadcast Regulation; Cable Television Regulation Act, 1995; Self Regulation	Lecture	BAJMC-601.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-601	Understand the historical development and evolution of media laws and ethical standards.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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BAJMC -601	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -601	Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -601	Examine case studies and real-world scenarios to apply legal and ethical principles to contemporary media issues.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -601	Discuss the role of media watchdogs, regulatory bodies, and professional organizations in upholding ethical standards	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	and accountability.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2019-20						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-601 Media Laws & Ethics		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: Understand the historical development and evolution of media laws and ethical standards.
CO2: Identify key legal concepts and principles relevant to media practitioners, such as defamation, privacy, copyright, and intellectual property.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does Media Laws & Ethics contribute to achieving marketing objectives and enhancing brand visibility?	3
CO1	Q.2a	What are the primary legal principles that govern media activities, and how do they vary across different jurisdictions?	3
	Q.2b	How do media laws address issues of privacy, especially in the context of reporting on public figures?	3
CO1	Q.3	What are the ethical considerations surrounding the use of anonymous sources in journalism, and how do media organizations navigate them?	6
CO2	Q.4	How do media laws protect freedom of speech and freedom of the press, and what are the limitations on these freedoms?	3

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CO2	Q.5a	How do defamation laws differ between the United States and other countries, and what impact do these differences have on journalistic practices?	3
	Q.5b	Can you explain the concept of copyright law as it applies to media content, and how do media organizations ensure compliance?	3
CO2	Q 6	What ethical considerations arise when reporting on marginalized or vulnerable communities, and how do media organizations address them?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Laws & Ethics*** Course code BA***JMC-601*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name : **Multimedia & Convergence**
Course Code : BAJMC 602 Crédits : 3 , Session : 2019-20 (EVEN), Class BAJMC 6th Sem
Faculty Name : Mehraj Haq

Introduction: This course focuses on the design and evaluation of multimedia learning and teaching environments in higher education settings as well as corporate training contexts. Students are introduced to principles of multimedia design based on cognitive theories and constructivist approaches to learning. Near completion, students are exposed to further case studies and develop their own concept for a multimedia project. This course will focus on the design of educational multimedia for libraries and media centers, to facilitate an understanding of how to create and design user-centered, instructional multimedia, to provide hands-on experience in multimedia production, including digitization of images, sounds, animation and video, and hypertext authoring.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-602.1- Students will be able to describe and apply Multimedia software in various ways.
- BAJMC-602.2- They also will be able to interpret and operate on the various principles of multimedia design.
- BAJMC-602.3- Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..
- BAJMC-602.4- Explore the cultural, social, and economic implications of multimedia convergence on society..
- BAJMC-602.5- Collaborate effectively in interdisciplinary teams to create multimedia projects that integrate various media formats..

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I – Introduction to Multimedia	**30%**
Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc); Characteristics of multimedia, Constraints of multimedia; Application of multimedia in various industries, Challenges of multimedia.	
Module II – Video Production	**35%**
Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts; Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth. Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	
Module III – Adobe Flash	**35%**
Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation (Project - walking animation with bone tool); Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term**
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	7
Weightage (%)	0	05	10	10	0

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D. Suggested Text/Reference Books:

- Underdahl, Brian - Macromedia Flash Mx: A Beginner's Guide
- T. M. Savage and K.E. Vogel - An Introduction to Digital Multimedia
- Karen S. Ivers and Ann E. Barron - Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition
- Adobe Creative Team - Adobe Flash Professional CS5 Classroom in a Book
- BPB Publication - Learn DreamWeaver in 21 days
- Tay Vaughan-Tata McGraw Hill - Multimedia-Making it works-Fourth Edition

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction, Classification, Elements (Video, Sound, Text, Graphics, Animation, etc	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
4	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
5	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
6	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
7	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of multimedia, Constraints of multimedia;	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
9	Application of multimedia in	Lecture	BAJMC-	Mid Term-

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	various industries, Challenges of multimedia.		602.1	1, Quiz & End Sem Exam
10	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.1	Mid Term-1, Quiz & End Sem Exam
11	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
12	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
13	Application of multimedia in various industries, Challenges of multimedia.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
14	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Practical	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
15	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Practical	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
16	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
17	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
18	Design Concepts; User Interface Design and Navigation; Hypermedia Authoring Concepts	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
19	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem Exam
20	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio	Lecture	BAJMC-602.2	Mid Term-1, Quiz & End Sem

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	Editing Techniques – Adobe Sound Booth.			Exam
21	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
22	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
23	Pre Production and Planning and Design; Post Production - Basic Video Editing Techniques-Adobe Premiere Pro, Basic Audio Editing Techniques – Adobe Sound Booth.	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
24	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
25	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Lecture	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
26	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
27	Multimedia Sound; Digital Video and Audio; Digital Video Production (compression and decompression)	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
28	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam

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29	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
30	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
31	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
32	Basic Flash Animation; Basic Flash Action Scripting; Different Flash Animation Projects – Text Animation, Object Animation, Coloring Animation, etc.; Bone tool animation	Practical	BAJMC-602.3	Mid Term-2, Quiz & End Sem Exam
33	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.4	Mid Term-2, Quiz & End Sem Exam
34	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam
35	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Practical	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam
36	Final Project Presentations; Animation for Multimedia (concept, storyboard, key frames, production)	Theory	BAJMC-602.5	Mid Term-2, Quiz & End Sem Exam

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F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-602	Students will be able to describe and apply Multimedia software in various ways.	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-602	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC-602	Demonstrate proficiency in creating multimedia content using a variety of tools and technologies ..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC-602	Explore the cultural, social, and economic implications of multimedia convergence on society..	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**



BAJMC -602	Collaborate effectively in interdisciplinary teams to create multimedia projects that integrate various media formats..	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2019-20						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-602 Multimedia & Convergence		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: • Students will be able to describe and apply Multimedia software in various ways.
CO2: Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..

CO Map	Question No.	Question	Marks
CO1	Q.1	What is multimedia convergence, and how has it transformed the media landscape in recent years?	3

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CO1	Q.2a	Can you discuss the impact of digital technologies on the convergence of multimedia content across various platforms?	3
	Q.2b	What role does user-generated content play in the convergence of multimedia, and how do media organizations curate and manage such content?	3
CO1	Q.3	How do multimedia platforms address issues of accessibility and inclusivity to ensure their content reaches a wide audience?	6
CO2	Q.4	What are some challenges and opportunities for multimedia convergence in the era of social media and participatory culture?	3
CO2	Q.5a	How do multimedia journalists and content creators navigate ethical considerations in the production and dissemination of converged media content?	3
	Q.5b	Can you discuss the role of data analytics and audience insights in shaping multimedia convergence strategies for media organizations?	3
CO2	Q 6	How does multimedia convergence impact traditional media industries such as print, radio, and television, and what strategies do they employ to stay relevant in a converged media landscape?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Multimedia & Convergence*** Course code BA***JMC-602*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name : **Fiction Production**
Course Code : BAJMC 603 Crédits : 3 , Session : 2019-20 (EVEN), Class BAJMC 6th Sem
Faculty Name : Siddharth Sharma

Introduction: This course focuses on the design and evaluation of Fiction production which encompasses the creative process of crafting imaginative narratives across various mediums, including literature, film, television, and digital platforms. From conceptualization to publication, it involves storytelling techniques, character development, world-building, and narrative structure, aiming to captivate audiences with compelling and immersive fictional experiences

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-603 .1- Analyze various storytelling techniques and narrative structures employed in fiction production..
- BAJMC-603 .2- Apply principles of world-building to construct immersive fictional settings that enhance narrative depth..
- BAJMC-603 .3- Demonstrate proficiency in creating multimedia content using a variety of tools and technologies
- BAJMC-603 .4- Develop strategies for navigating the publishing and production process in the fiction industry.
- BAJMC-603 .5- Explore ethical considerations and responsibilities inherent in the creation and dissemination of fictional content.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be	A	5%

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	maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : Introduction	**35%**
Making of a 28 minute fiction show: What is fiction? types of shows, Idea generation, Target audience Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	
Module II: Pre-Production & Production	**35%**
Screenplay, Scripting, Songs/music/ lyricist, Shooting:location, cast, costume, technical set up, music.	
Module III: Post- Production	**30%**
Editing:voice over, video, sound, ambience, effects, graphics, Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	Class	Attendance	Project	Assignments	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Television Production By Gerald Millerson, Jim Owens
- Television Production Handbook
- By Herbert Zettl
- Studio Television Production and Directing: Studio-Based Television ...
- By Andrew Utterback

Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
2	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
3	What is fiction? types of shows	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
4	Idea generation, Target audience	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
5	Idea generation, Target audience	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
6	Idea generation, Target	Lecture	BAJMC-	Mid Term-

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	audience		603 .1	1, Quiz & End Sem Exam
7	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
8	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
9	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
10	Budgeting: technical, logistics, costumes, jewellery, cast, set designing, location hunting, distribution	Lecture	BAJMC-603 .1	Mid Term-1, Quiz & End Sem Exam
11	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
12	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
13	Making of a 28 minute fiction show:	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
14	Making of a 28 minute fiction show:	Practical	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
15	Screenplay, Scripting, Songs/music/ lyricist,	Practical	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
16	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
17	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
18	Screenplay, Scripting,	Lecture	BAJMC-	Mid Term-

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	Songs/music/ lyricist,		603 .2	1, Quiz & End Sem Exam
19	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
20	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .2	Mid Term-1, Quiz & End Sem Exam
21	Screenplay, Scripting, Songs/music/ lyricist,	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
22	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
23	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
24	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
25	Shooting:location, cast, costume, technical set up, music.	Lecture	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
26	Shooting:location, cast, costume, technical set up, music.	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
27	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
28	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
29	Editing:voice over, video, sound, ambience, effects, graphics	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
30	Editing:voice over, video,	Practical	BAJMC-603 .3	Mid Term-2, Quiz &

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	sound, ambience, effects, graphics			End Sem Exam
31	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
32	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .3	Mid Term-2, Quiz & End Sem Exam
33	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .4	Mid Term-2, Quiz & End Sem Exam
34	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam
35	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam
36	Understanding the difference of working between fiction and non fiction; Meeting with people of the industry	Practical	BAJMC-603 .5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-603.1	Analyze various storytelling techniques and narrative structures	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	employed in fiction production..															
BAJMC -603.2	Analyze and interpret legal frameworks governing freedom of speech, press freedom, and access to information.	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC -603.3	Demonstrate proficiency in creating multimedia content using a variety of tools and technologies ..	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC -603.4	Develop strategies for navigating the publishing and production process in the fiction industry...	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC -603.5	Explore ethical considerations and responsibilities inherent in the creation and dissemination of fictional content...	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –6) 2019-20						
Class: BAJMC 6th Semester						
Subject Name: BAJMC-603 Fiction Production		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: Analyze various storytelling techniques and narrative structures employed in fiction production.. CO2: Demonstrate proficiency in creating multimedia content using a variety of tools and technologies..						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key steps involved in the fiction production process, from initial idea generation to final publication or release?	3
CO1	Q.2a	How do fiction producers collaborate with writers, directors, and other creative professionals to bring a story to life across different mediums?	3
	Q.2b	Can you discuss the role of audience research and market analysis in informing fiction production decisions?	3
CO1	Q.3	What are some common challenges faced by fiction producers, and how do they overcome them to deliver high-quality content?	6
CO2	Q.4	How do fiction producers balance creative vision with commercial considerations when developing and producing new projects?	3

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CO2	Q.5a	Can you explain the impact of technological advancements on fiction production, such as CGI effects or digital distribution platforms?	3
	Q.5b	What ethical considerations arise in fiction production, particularly regarding representation, authenticity, and cultural sensitivity?	3
CO2	Q 6	In what ways do trends in popular culture and current events influence the themes and content explored in fiction production across different mediums?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fiction Production*** Course code *BA**JMC-603*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : **Client Servicing & Copywriting**
Course Code : BAJMC 604, Crédits : 2, Session : 2019-20 (EVEN), Class BAJMC 6th Semester
Faculty Name : Dhruv Sabharwal

Introduction: This course aims to immerse students in Advertising copywriting is a creative communication form based upon a sense of artistry. The course will detail how account planning and client servicing relate to advertising industry.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-604.1- The course designed to familiarize the students with the concept of copy writing as selling through writing
- BAJMC-604.2- The course will empower students to enhance their media literacy skills, the course will help students develop writing skills.
- BAJMC-604.3- They will develop the ability to discern and interpret media messages, course will train students to generate, develop and express ideas effectively
- BAJMC-604.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.
- BAJMC-604.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Client Servicing and Account Planning	**30 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Copywriting	**40%**

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Attributes of good copywriter; Principles of copy writing Writing for Print Media: Headlines, base lines, sub headlines, body copy, slogan, caption and structuring the copy. Writing for Radio: Characteristics of radio environment, Message strategy, Writing the radio script, Radio production process Writing for Television: Writing scripts, developing story boards, briefing the producer, pre-production, shooting and post production. Writing for Outdoor; Writing for Internet Use of non verbal communication: colors, shapes, gestures. Types of copy: Advertorial, Infomercial, Comparative copy, Copy for different languages	
Module III: Copywriting for Specialized areas	**30 %**
Corporate advertising; Financial advertising; Recruitment ads; Retail advertising; Local advertising; Classified ads; Fashion and lifestyle ads; Trade advertising; PR advertising; Public Service ads; Awareness ads; Rural advertising	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

- Lectures
- Copy writing exercises
- Presentations
- Visual aids
- Analysis of copy in different ads
- Assignments
- Question-discussion

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Assignments**	70
Weightage (%)	15	05	10	

D. Suggested Text/Reference Books:

E. Bly, Robert W, The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells, Holt Publishers.

F. Advertising Copywriting, Grid, NY

G. Jeweler Jerome, Creative Strategies in Advertising, Wadsworth

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H. Kelley & Jugenheimer, Advertising Media Planning: A Brand Management Approach, Prentice India, New Delhi.

I. Lecture Plan:

J. Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Client Servicing and Account Planning: Concept, Definition, Elements;	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Scope and Benefits of Client Servicing	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
3	Service Marketing- Relevance, Importance	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
4	Audience and Media Fragmentation	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
5	Client Agency Relationship	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
6	Client Servicing Vs Account Planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
7	Evolution of account planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
8	Structure of account planning department ;	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
9	Scope, need and importance of account planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
10	Role of account planner	Lecture	BAJMC 604.1	Mid Term-1, Quiz &

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				End Sem Exam
11	New Media and Account Planning	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
12	Attributes of good copywriter;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
13	Principles of copy writing ;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
14	Writing for Print Media: Headlines, base lines, sub headlines;	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for Radio: Characteristics of radio environment	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
16	Message strategy	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
17	Writing the radio script, Radio production process	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
19	developing story boards	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
20	briefing the producer, pre-production	Lecture	BAJMC 604.2	Mid Term-1, Quiz & End Sem Exam
21	shooting and post production.	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for Outdoor; Writing for Internet	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem

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				Exam
23	Use of non-verbal communication: colors, shapes, gestures.	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
24	Types of copy: Advertorial, Infomercial	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
25	Comparative copy, Copy for different languages	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
26	Corporate advertising; Financial advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
27	Recruitment ads; Retail advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
28	Local advertising;	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
29	Classified ads; Fashion and lifestyle ads	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
30	Trade advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
31	PR advertising	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam
32	Public Service ads; Awareness ads	Lecture	BAJMC 604.3	Mid Term-2, Quiz & End Sem Exam

K. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC-604.1	The course designed to familiarize the students with the concept of copy writing as selling through writing	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-604.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
BAJMC-604.3	The course will train students to generate, develop and express ideas effectively	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
BAJMC-604.4	To make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting.	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
BAJMC-604.5	The course will also help develop knowledge of major media characteristics and buying advertising	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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	space in them and															

Sample Question Paper

Amity School of Communication VI MID-SEMESTER (SEM –VI) 2019-20						
Class: BAJMC.VI Semester						
Subject Name: BAJMC-604 Client Servicing & Copywriting		Time: 1.5 Hrs.		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of client servicing to advertising industry. .CO2: Basic principles and rules of copy writing.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept of media buying and planning	3
CO1	Q.2a	What is advertising campaign?	3
	Q.2b	How will you choose the best media to promote your advertisement?	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development with regards to advertisement.	6
CO2	Q.4	Define a copy writing theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	What is media literacy? Why radio plays a crucial role in media literacy	3
	Q.5b	What is story boarding dynamics?	3

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CO2	Q 6	Analyze the impact of a radio and visual communication on shaping media content and influencing message interpretation.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Client Servicing & Copywriting***/Course code ***BAJMC-604*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : **Radio Programming**
Course Code : BAJMC 605, Crédits : 3, Session : 2019-20 (EVEN), Class BAJMC 6th Semestre
Faculty Name : Manish Dubey

Introduction: The course objective is to make the students understand radio journalism in India. This will give an insight into changing trends in radio programming. It will help the students to learn the techniques used to conceptualize a program how to write script of different program genres finally make them aware of the production process used in Radio for programming.

Course Outcomes: At the end of the course, students will be able to:

- BAJMC-605.1- The course designed to will recognize the importance of professional responsibilities needed.
- BAJMC-605.2- The course will empower students to identify the technicalities as well as the terminologies used for Radio Programmes.
- BAJMC-605.3- They will will be able to learn how to express concepts with the help of words that create impact.
- BAJMC-605.4- This includes a detailed exploration to make the students well versed with the entire production process.
- BAJMC-605.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: GENERAL AWARENESS ABOUT RADIO PROGRAMMES	**30 %**
History of Radio Programmes; Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process	
Module II: SCRIPTING FOR RADIO PROGRAMMES	**30%**
Program Planning; Broadcasting Guidelines; Scripts for various Radio Program; Conceptualization and Ideation: Show Designing; Radio Program production: Interviews, Radio Talk, Discussions, Review Program different languages	
Module III: DIFFERENT PROGRAMME FORMATS	**40 %**
Production of Musical Programs; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programs	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

1. Class lectures
2. Class discussion
3. Visit to Radio Station
4. Practical classes in radio stations.
5. Students project in the form of assignments related to various radio programme format

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C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Suggested Text/Reference Books:

- News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah
- This is ALL India Radio, U.L Baruah, Publications Division
- Broadcasting in India, P.C. Chattergee, Sage New Delhi.
- Broadcast Journalism, Boyd Andrew, Focal PressLondon.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of Radio Programmes	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
2	Radio Program Formats	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
3	Latest trends of Radio Program	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
4	Programme Planning	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
5	Broadcasting Guidelines	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
6	Scripts for various Radio Program	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
7	Conceptualization and Ideation	Lecture	BAJMC 605.1	Mid Term-1, Quiz &

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				End Sem Exam
8	Show Designing;	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
9	Radio Programme production	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
10	Interviews	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
11	Radio Talk	Lecture	BAJMC 605.1	Mid Term-1, Quiz & End Sem Exam
12	Discussions	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
13	Review Programmes	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
14	Production of Musical Programmes	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
15	Best use of Music database	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
16	Talk show	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
17	Discussion Programme	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
18	Drama/Skits	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
19	Radio documentaries and Feature	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem

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				Exam
20	Advertisements	Lecture	BAJMC 605.2	Mid Term-1, Quiz & End Sem Exam
21	shooting and post production.	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
22	Promos	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
23	Jingles	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
24	Telephonic Program	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
25	Radio editing	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
26	Corporate show	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
27	Radio promo	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
28	Local advertising;	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
29	Classified ads; Fashion and lifestyle ads on radio	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
30	FM Vs AM	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
31	Vividh Bharati	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam

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32	Radio news	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
33	Public Service ads; Awareness ads on radio	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
34	Radio structure	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
35	Radio terminologies	Lecture	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam
36	project	Practical	BAJMC 605.3	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	PO12	PSO1	PSO2	PSO3
BAJMC-605.1	The course designed to familiarize the students with the concept of radio writing as communication medium	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
BAJMC-605.2	The course will help students develop communication skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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BAJMC-605.3	The course will train students to generate, develop and express ideas effectively	3	2	2	2	2	2	3	3	3	2	3		3	3	3
BAJMC-605.4	To make the students well versed with the Principles and Practices to radio writing and of develop the scripting, visualization skills and intricacies of radiowriting.	3	3	2	3	2	2	3	2	1	2	3		3	2	1
BAJMC-605.5	The course will also help develop knowledge of major media characteristics and process of production	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication VI MID-SEMESTER (SEM –VI) 2019-20						
Class: BAJMC.VI Semester						
Subject Name: BAJMC-605 Radio Programming		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
CO Map	Question No.	Question				Marks

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CO1	Q.1	What is the primary purpose of radio writing?	3
CO1	Q.2a	How does radio writing utilize sound effects to enhance storytelling?	3
	Q.2b	How important is pacing in radio writing, and how is it achieved?	3
CO1	Q.3	What are the key differences between radio writing and writing for other mediums like television or print?	6
CO2	Q.4	What are some common formats used in radio writing?	3
CO2	Q.5a	How do you create engaging characters in radio scripts?	3
	Q.5b	What techniques can be used to effectively convey emotion in radio writing?	3
CO2	Q 6	How does radio writing adapt to different genres, such as comedy, drama, or news broadcasting?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Programming***/Course code ***BAJMC-605*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course: BAJMC, (Corporate Communication & Brand Management)
Course Code : BAJMC 606, Credits : 03, Session : 2019-20 (Even Sem.), Class : BAJMC. 6th Sem
Faculty Name : Aditya Kumar Shukla

A. Introduction: This course is meant to develop strategic communication skills for corporate environments, focusing on brand management. Enhance understanding of brand identity, crisis communication, and stakeholder engagement, fostering effective corporate communication strategies and image building.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 606.1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

BAJMC 606.2: To enable the students to integrate various functions with organizational goals and strategies.

BAJMC 606.3: To provide hands-on training on planning and production of brand and social campaigns.

BAJMC 606.4: To provide skills on various relevant software especially in media planning and production of campaigns.

BAJMC 606.4: Enable students to understand brand management strategies in the surrounding area.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	**25 %**
Descriptors/Topics **Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).**	
Module II: Corporate Communication Strategies and Tools & Applications	

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Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC	**25%**
Module III: Brand Management	
Descriptors/Topics **The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building:** **The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?,**	**25 %**
Module IV: Integrated Mass Communication and Planning	**25 %**
Descriptors/Topics **Meaning and Evaluation of IMC, Key elements &Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.** **IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation,** **IMC and Ethical, Social, and Legal Issues, IMC and Measuring Effectiveness**	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
- DAVID AAKER: Building Strong Brands (Free Press, 1995)

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- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
- HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd.

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	***Defining Corporate Communication. Why Corporate Communication Is Important?,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
2	***Defining And Segmenting Stakeholders In Corporate Communication,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
3	***Various Kinds Of Organizational Communications, Elements Of A Corporate Communication Plan,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
4	***Trade Media And Its Relevance In CC, Media (Press Kits,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
5	***Developing Media Linkages,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
6	***Press Releases-Announcements,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
7	***Trend Press Releases,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz &

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				End Sem Exam
8	***Feature Study Releases,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
9	***Major Announcements,***	Lecture	**BAJMC 606.1**	Mid Term-1, Quiz & End Sem Exam
10	***Corporate Communication Strategies And Tools & Applications:***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
11	***Crisis Communication, Corporate Image Management, Corporate Identity,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
12	***Events, Sponsorships, Trade Shows, Corporate Advertising,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
13	***CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
14	***Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics In CC***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
15	***Public Affairs/Government Relations***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
16	***/Advocacy/ Lobbying/,***	Lecture	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
17	***Case Studies, Laws &***	Lectur	**BAJMC**	Mid Term-

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	Ethics In CC	e	**606.2**	1, Quiz & End Sem Exam
18	***Laws & Ethics In CC***	Lectur e	**BAJMC 606.2**	Mid Term-1, Quiz & End Sem Exam
19	***Brand Management: The Concept Of A Brand,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
20	***Characteristics Of Brands (Generic, Expected, Augmented, Potential),***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
21	***The Importance Of Brand Planning, Issues Influencing Brand Potential,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
22	***Understanding The Branding Process And Advertising Perspective,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
23	***Brand Positioning, Brand Benefits,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
24	***Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
25	***Understanding Brand Management, Digital Brand Building: The FLIRT Model,***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
26	***What Is A Global Brand?***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam
27	***How Can Indian Brands Become Global?***	Lectur e	**BAJMC 606.3**	Mid Term-1, Quiz & End Sem Exam

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28	***Product Research— Important Tools And Analysis, Brand Anatomy,***	Lecture	**BAJMC 606.4**	Mid Term-1, Quiz & End Sem Exam
29	***Strategy And Structure, Brand-Positioning, Personality, Image,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
30	***Brand Extensions-Advantages & Pitfalls, Brand Architecture,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
31	***How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
32	***The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
33	***The Making Of Indian & Global Brands,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
34	***Leveraging Secondary Brand Associations***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam

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35	***To Build Brand Equity,***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam
36	***Various Case Studies***	Lecture	**BAJMC 606.4**	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC 606.1	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and	3	3	1	3	1				2		2	1			

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	Brand Management															
BAJMC 606.2	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2		1	1			
BAJMC 606.3	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3		3	1			
BAJMC 606.4	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1		2	1			
BAJMC 606.4	Enable students to understand brand management strategies in the surrounding area.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM–6) **2018-19**						
Class: BAJMC-6th Semester						
Subject Name: Corporate Communication & Brand Management BAJMC 606		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To provide basic and emerging concepts and principles in relation to better decision-making in Corporate Communication and Brand Management
CO2: To enable the students to integrate various functions with organizational goals and strategies.

COMap	Question No.	Question	Marks
CO1	Q.1	What are different types of stakeholder in an organization?	3
CO1	Q.2a	What is corporate identity? Write down the difference between logo, identity and image?	3
	Q.2 b	State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity	3
CO2	Q.3	Explain the term perceptual mapping.	6
CO2	Q.4	Write down the tools that are used for market research	3
CO3	Q.5a	"New media technology has made advertisement messages more effective". Explain	3
	Q.5 b	What the different features of crisis.	3
CO3	Q6	Elaborate crisis management? Cite few types of crisis that can emerge in an organization.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communication & Brand Management** /Course code ***BAJMC 606*** is level **3** for the academic year 2019-20.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course: Theories of Communication
Course Code : JMC 111, Crédits : 03, Session: 2019-20 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

B. Course Outcomes: At the end of the course, students will be able to:

- **JMC111.1**. Understand the communication process.
- **JMC111**.2: Understand different school of thoughts for communication
- **JMC111.3**. Learn about the different models of communication.
- **JMC111.4**. Learn about the different theories of communication
- **JMC111.5:** Learn about the importance of communication in today's context

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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	Weightage (%)
Module I Understanding Communication	**20%**
Descriptors/Topics Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process)	
Module II Different Thoughts of Communication	**20%**
Descriptors/Topics Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	
Module III Models of Communication	**20%**
Descriptors/Topics Linear Models (Laswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	**40%**
Descriptors/Topics Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

D. Syllabus

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II.

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Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980
- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, Basic Concepts, Definition, Nature, Process and Functions	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
4	Different Schools of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
5	Semiotics, Process	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
6	Different Thoughts of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
7	Indian Perspectives - Sadharanikaran	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
8	Other Seminal Thoughts	Lecture	JMC 111.1	Mid Term-1, Quiz & End

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				Sem Exam
9	Early European Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
10	Rhetoric	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
11	Aristotle	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
12	Sophists	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
13	Modern Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
14	Technological Determinism	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
15	Media System	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
16	Factors and Theories	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
17	Authoritarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
18	Libertarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
19	Socialistic	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
20	Social Responsibility	Lecture	JMC 111.3	Mid Term-1, Quiz & End Sem Exam
21	Development Theory	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
22	Models of Communication	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
23	Linear Models- Laswell	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam

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24	Linear Models- Shannon-Weaver	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
25	Linear Models- Barlow's Scar	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
26	Circular Model- Schramm-Osgood	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
27	Circular Model- Dance Helical Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
28	Triangular Model- Newcomb's Abx Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
29	Gerbner Model	Lecture	JMC 111.4	Quiz & End Sem Exam
30	Westley & Maclean's Model	Lecture	JMC 111.5	Quiz & End Sem Exam
31	Jacobson Model	Lecture	JMC 111.5	Quiz & End Sem Exam
32	Theories of Mass Communication: Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
33	Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach	Lecture	JMC 111.5	Quiz & End Sem Exam
34	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	JMC 111.5	Quiz & End Sem Exam
35	, Dependency Theory, Critical Cultural Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
36	Spiral of Silence	Lecture	JMC 111.5	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 111.1	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	-	-	**1**
JMC 111.2	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
JMC 111.3	Learn about the different models of communication..	2	1	1	2	-	-	-	-	-	1	-	-	**1**
JMC 111.4	Learn about the different theories of communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
JMC 111.5	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2019-20						
Class: MA(J&MC) I Semester						
Subject Name: JMC111 THEORIES OF COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6

Student will be able to
CO1: Understand the communication process
CO2: Learn about different Models and Theories of Communication

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain different types of communication.	3
CO1	Q.2a	Write about the origin and nature of communication.	3
	Q.2b	What are the basic functions of communication?	3
CO1	Q.3	Define sadharanikaran with suitable example.	6
CO2	Q.4	Discuss Laswell model of communication.	3
CO2	Q.5a	Explain Newcomb's ABX Model of Communication.	3
	Q.5b	Explain Two Step Flow Theory.	3
CO2	Q 6	Explain Spiral of Silence with suitable example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Communication** /Course code ***JMC 111*** is **level 1 for** the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Print Journalism
Course Code : JMC 112. Crédits : 3, Session : 2019-20 (ODD), Class MAJMC 1st Semester
Faculty Name : Ashish Sharma

A. **Introduction:** In the Basics of Print Journalism course, the objective is to familiarise future media analysts and current affairs professionals with crucial skills in critical analysis, statistical methods, and data interpretation. The aim is to establish a robust understanding of intermediate to advanced analytical concepts, enabling students to adeptly navigate the intricacies of media analysis and stay well-informed about current affairs within their respective fields.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-112.1- Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports, and journalistic content
- JMC-112.2- Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.
- JMC-112.3- This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.
- JMC-112.4- The course will equip students with the capability to interpret complex data sets commonly encountered in journalism
- JMC-112.5- The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I: Media History	

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Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	**20 %**
Module II: Anatomy of News	**20 %**
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	**30 %**
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	**30 %**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises.

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co.
- Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*.
- Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th
- Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan
- Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

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G. Lecture Plan:

H. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
2	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
3	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
4	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
5	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
6	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
7	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
8	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
9	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
10	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
11	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
12	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
13	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
14	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Practical	JMC 112-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
15	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Practical	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
16	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
17	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
18	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
19	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-1, Quiz & End Sem Exam
20	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	JMC 112.3	Mid Term-1, Quiz & End Sem Exam
21	Reporting for News Agency, Periodicals and Magazines	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
22	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
23	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
24	Reporting for News Agency, Periodicals and Magazines	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
25	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
26	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Practical	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
27	Reporting for News Agency, Periodicals and Magazines	Practical	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
28	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
29	oof Reading, Typography, eadline, Photo Selection and	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem

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	liting - Page Planning and Layout - portance of Editorial Policies.			Exam
30	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
31	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
32	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
33	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
34	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.5	Mid Term-2, Quiz & End Sem Exam
35	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.5	Mid Term-2, Quiz & End Sem Exam
36	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Theory	JMC 112.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 112.1	Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports,	3	3	1	3	1				2		**3**	**2**	**1**

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	and journalistic content													
JMC 112.2	Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.	3	2	2	2	2				2		**2**	**3**	**3**
JMC 112.3	This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.	3	2	2	2	2				3		**3**	**3**	**3**
JMC 112.4	The course will equip students with the capability to interpret complex data sets commonly encountered in journalism	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 112.5	The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2019-20						
Class: MAJMC.I Semester						
Subject Name: JMC-112 BASICS OF PRINT JOURNALISM		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of the inverted pyramid style in print journalism, and how does it impact the way news stories are structured?.	3
CO1	Q.2a	How can journalists effectively balance the principles of accuracy and speed in reporting breaking news, especially in the age of digital media?	3
	Q.2b	Discuss the role of fact-checking in print journalism. Why is it crucial, and what are some common challenges journalists face in ensuring accuracy in their reporting?	3
CO1	Q.3	Explain the concept of objectivity in journalism. How can journalists strive to maintain objectivity in their reporting, and what challenges may arise in achieving this goal?	6
CO2	Q.4	In what ways do headlines and captions contribute to the overall impact of a print news article? How can journalists craft compelling and informative headlines that accurately represent the content?	3
CO2	Q.5a	What are the key elements of a well-structured news article, and how do they contribute to effective storytelling in print journalism?	3
	Q.5b	Describe the ethical considerations that journalists must navigate when reporting on sensitive topics. Provide examples	3

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		of how these considerations might influence decision-making in newsrooms.	
CO2	Q 6	How does the inverted pyramid style of writing benefit print journalism, and what types of news stories are best suited for this format?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Print Journalism /Course code ***JMC-112*** is level **2** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Media Designing
Course Code : JMC 113, Credits: 3 Session : 2019-20 Class : MA J&MC I
Faculty Name : Sanjay Sikarwar

A. Introduction: "Media Designing" introduces students to the creative world of visual communication, covering essential design principles and tools. This course equips participants with the skills to craft compelling and visually impactful media content across various platforms.

B. Course Outcomes: At the end of the course, students will be able to:

JMC 113.1 Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.

JMC 113.2 Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.

JMC 113.3 Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.

JMC 113.4 Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.

JMC 113.5 Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Basics of Design	**30%**
Descriptors/Topics Introduction of Design software, basic need, importance, impact, future. Design element, Design Principles. Application of design elements and	

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Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc). Different image file formats, after creating graphic files. Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	
Module II Typography	**25%**
Descriptors/Topics History of fonts, Sizes of fonts, (Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font	
Module III Designing Software	**45%**
Descriptors/Topics Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector And Raster Graphics, Use Of Text Wrap, Anchored Graphics And Rules, Various Palettes, Master Pages, Templates etc. Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference between Newspaper & Magazine layouts Creating layouts for Fashion feature or Business articles or News pages	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design

References

- YouTube Tutorials
- InDesign Website
- Adobe Website

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Design software	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
2	basic need, importance, impact	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
3	Design element,	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
4	Design Principles.	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
5	Application of design elements and Principles	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
6	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
7	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
8	Different image file formats, after creating graphic files.	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
9	Color Modes, File Formats	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
10	Image resolution etc	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 113.3	Mid Term-1, Quiz & End Sem Exam
12	Choice and usage of images and colors in advertisements	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
13	History of fonts	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
14	Sizes of fonts	Lecture	JMC 113.3	Mid Term-1,

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				Quiz & End Sem Exam
15	digital typesetting	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
16	editing, creation of headlines using appropriate font	Lecture	JMC 113.4	Mid Term-1, Quiz & End Sem Exam
17	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
18	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	JMC 113.3	Mid Term-1, Quiz & End Sem Exam
19	Creation of Advertisements	Lecture	JMC 113.4	Mid Term-1, Quiz & End Sem Exam
20	Importation and Movement of Copy and Images	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
21	Vector And Raster Graphics,	Lecture	JMC 113.1	Mid Term-2, Quiz & End Sem Exam
22	Use Of Text Wrap	Lecture	JMC 113.3	Mid Term-2, Quiz & End Sem Exam
23	Anchored Graphics And Rules	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
24	Various Palettes	Lecture	JMC 113.3	Mid Term-2, Quiz & End Sem Exam
25	Master Pages	Lecture	JMC 113.2	Mid Term-2, Quiz & End Sem Exam
26	Templates	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
27	Corporate Identity: Usage of Types & Fonts	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
28	Color schemes	Lecture	JMC 113.5	Mid Term-2, Quiz & End Sem Exam
29	Punch line, Orientation	Lecture	JMC 113.4	Quiz & End Sem

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				Exam
30	Corporate Stationary	Lecture	JMC 113.5	Quiz & End Sem Exam
31	Logo	Lecture	JMC 113.5	Quiz & End Sem Exam
32	Letterhead design	Lecture	JMC 113.2	Quiz & End Sem Exam
33	Business Card	Lecture	JMC 113.3	Quiz & End Sem Exam
34	Envelop	Lecture	JMC 113.5	Quiz & End Sem Exam
35	Catalogues	Lecture	JMC 113.3	Quiz & End Sem Exam
36	Difference between Newspaper & Magazine layouts	Lecture	JMC 113.4	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 113.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
JMC 113.2.	Help students to practice meaning and artistic qualities of graphic design, how to	3	2	2	2	2				2		1	1			

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	work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
JMC 113.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
JMC 113.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
JMC 113.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2019-20						
Class: MA J&MC Media Designing Practices I Semester						
Subject Name: **Media Designing**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is design software essential in modern graphic design?	6
CO1	Q.2	How are design elements applied to create a cohesive look in publications like magazines and posters?	6
	Q.3	Briefly explain different image file formats used after creating graphic files.	6
CO1	Q.4	Classify fonts and describe their usage in digital typesetting and headline creation.	6
CO2	Q.5	How is text generated and prepared for use in digital typesetting?	6
CO2	Q.6	How does one approach creating layouts for fashion features or business articles in graphic design?	6
	Q.7	Explain the components of corporate identity, including types, fonts, color schemes, punch lines, and orientation.	10
CO2	Q.8	Highlight key differences in layouts between newspapers and magazines.	10
CO3	Q.9	Using appropriate font, discuss the process of creating effective headlines in design.	10

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CO3	Q.10	Provide a comprehensive overview of graphics design packages like Adobe Illustrator, InDesign, and Quark Xpress. Discuss their applications and features.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Designing*** /Course code ***JMC 113*** is level **3** for the academic year 2019-20.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISING PRINCIPLES AND PRACTICES
Course Code: JMC 114, Credits: 03, Session: 2019-20 (Odd Sem.), Class: MA(J&MC). 1st Year
Faculty Name : Mr. Gaurav Chhabra

A. Introduction: The course provides a comprehensive overview of advertising from a media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. Course Outcomes: At the end of the course, students will be able to:

JMC114.1. The course introduces the students to concepts of advertising.

JMC114.2. The course will provide them with the knowledge of Indian advertising scenario.

JMC114.3. The course is designed to make students understand the relationship between advertising and marketing.

JMC114.4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

JMC114.5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Module I: Understanding Advertising:

Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)

Module II: Agency Structure and its Roles and Responsibilities:

Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)

Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems.

Module III: Account Management:

Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)

Module IV: Social, Legal and Ethical Aspects of Advertising:

Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct.

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

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- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Advertising	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
2	Concept, Nature, Definitions, Evolution and History	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
3	Role, Objectives, Functions, And Significance	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
4	Types and Classification of Advertising	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
5	Factors Determining Advertising Opportunity of a Product/Service/Idea	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Appeals and Advertising Messages	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
7	Concept of Integrated Marketing Communication (IMC)	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
8	Agency Structure and its Roles and Responsibilities	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam

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9	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
10	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
11	Ad Agency: Functions	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
12	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
13	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
14	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam

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15	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
16	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
17	Account Management	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
19	Client Related Issues and The Process	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
20	Stages in The Client-Agency Relationship	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
21	Factors Affecting Client-Agency Relationship	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
22	The Pitching Mechanism-Simulation	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

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23	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
24	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
25	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
26	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
27	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
28	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget,	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

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	Various Methods of Budgeting)			
29	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Quiz & End Sem Exam
30	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Quiz & End Sem Exam
31	Social, Legal and Ethical Aspects of Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
32	Ethical Issues in Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
33	Social Criticism of Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
34	Laws in Advertising ,The Study of Various Codes of Conduct	Lecture	JMC 114.4	Quiz & End Sem Exam
35	Statutory Bodies in India	Lecture	JMC 114.4	Quiz & End Sem Exam
36	Role of AAA And ASCI	Lecture	JMC 114.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC114.1	The course introduces the students to concepts of advertising.	3	2	3	3	2	2	2	2	3	3	3	3	2	1	3
JMC114.2	The course will provide them with the knowledge of Indian advertising scenario.	2	2	2	3	3	2	13	3	3	3	3	3	3	1	2
JMC114.3	The course is designed to make students understand the relationship between advertising and marketing.	3	2	3	3	3	2	3	3	3	3	3	3	3	2	1
JMC114.4	The course shall familiarize the students with the social and ethical issues concerning advertising in society.	1	3	2	3	2	2	3	3	3	3	2	3	1	2	3

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JMC114.5	The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.	1	3	2	3	2	2	3	3	3	3	2	3	3	2	1

Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

I MID-SEMESTER (SEM –I) 2019-20

Class: MA(J&MC) I Semester

Subject Name: JMC114 ADVERTISING PRINCIPLES AND PRACTICES	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to

CO1. The course introduces the students to concepts of advertising.

CO2. The course will provide them with the knowledge of Indian advertising scenario.

CO3. The course is designed to make students understand the relationship between advertising and marketing.

CO4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

CO5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

CO Map	Question No.	Question	Marks

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CO1	Q.1	Define the evolution process of advertising.	3
CO2	Q.2a	What are the objectives of advertising?	3
	Q.2b	What do you understand by appeals in advertising?	3
CO1	Q.3	Define IMC.	6
CO5	Q.4	Define the role and functions of various departments of an ad agency.	3
CO3	Q.5a	Define client pitching process.	3
	Q.5b	Define the revenue generation system in an Ad agency.	3
CO4	Q 6	Discuss about structure of In-house agencies.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **ADVERTISING PRINCIPLES AND PRACTICES /JMC 114 is level 2** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name: Aesthetics of Photography
Course Code : JMC 115. Crédits : 3, Session: 2019-20(ODD), Class MAJMC 1st Semester
Faculty Name : Siddharth Sharma

Introduction: The Aesthetics of Photography explores the visual language and artistic principles behind compelling images. This subject delves into composition, lighting, and the emotional impact of photographs. Students will unravel the artistry within the frame, cultivating a deeper appreciation for the intersection of creativity and technical skill in the realm of photography.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-115.1- Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images.
- JMC-115.2- Through hands-on exploration, students will refine their skills in creating and editing photographic works.
- JMC-115.3- This process will elevate their visual literacy, fostering a deeper connection to the medium of photography.
- JMC-115.4- The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism.
- JMC-115.5- This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**

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Module I Introduction to Visuals	
Human Eye and Camera. Visual Perception. The Social Definition of Photography- - The Power ofVisual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, CreateColour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	**20 %**
Module II Visual Perception	
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera-Film & Digital Technology, Digital SLRVs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, FocalPlane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	**40 %**
Module III Principles of Visual Communication	
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, ComposingDifferent Subjects, Perspective –Texture – Pattern- Colour-Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	**40 %**

Pedagogy for Course Delivery:

The classes will be lecturing demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the varioustechniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	Assignment	Class test	Project	Attendance	

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Weightage (%)	10%	10%	5%	5%	70 %

D. Suggested Text/Reference Books:

- Langford Michael, **Basic Photography,** Plume; 5 edition (August 26, 2003)
- Peterson, Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)

E. Lecture Plan:

F. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
2	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
3	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
4	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
6	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes,	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam

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	Create Colour Output in Both Digital and Analogy Technologies, Contrast			
7	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
8	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
9	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
10	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
11	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
12	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam

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	Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)			
14	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam

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	Depth Of Field, Shutter And Motion, Film Speed (ISO)			
17	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam

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20	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam
21	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
22	Time of Day)	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
23	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam

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	Field, Angle of View, Exposure Compensation &			
24	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
25	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
26	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
27	Lenses – Types & Uses, Focal Length, Focal Plane & Focus,	Practical	JMC 115.4	Mid Term-2, Quiz &

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	Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &			End Sem Exam
28	T Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
29	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
30	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem

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	Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)			Exam
31	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
32	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
33	Landscape –Portrait- Still Documentary	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
34	(EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
35	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam

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36	Landscape –Portrait- Still Documentary	Theory	JMC 115.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 115.1	Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images	3	3	1	3	1				2		**3**	**2**	**1**
JMC 115.2	Through hands-on exploration, students will refine their skills in creating and editing photographic works. .	3	2	2	2	2				2		**2**	**3**	**3**
JMC 115.3	This process will elevate their visual	3	2	2	2	2				3		**3**	**3**	**3**

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	literacy, fostering a deeper connection to the medium of photography													
JMC 115.4	The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 115.5	This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2019-20						
Class: MAJMC.I Semester						
Subject Name: JMC-105 Aesthetics of Photography		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the interplay of composition, lighting, and subject contribute to the aesthetic appeal of a photograph, and how can photographers leverage these elements for creative expression?	3
CO1	Q.2a	In the realm of photography, how does the balance between artistry and commercial considerations influence the creation of compelling images, and what challenges may arise in finding this equilibrium?	3
	Q.2b	Explore the significance of digital editing in shaping the aesthetic qualities of a photograph. How can post-processing enhance or alter the visual narrative, and what ethical considerations should photographers keep in mind during this process?	3
CO1	Q.3	Discuss the role of storytelling in both fictional and non-fictional photographic works. How can photographers effectively convey narratives through their images, and what visual techniques contribute to storytelling in photography?	6
CO2	Q.4	Examine the impact of artificial lighting on the mood and atmosphere of a photograph. How can photographers skillfully use lighting techniques to evoke specific	3

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		emotions and enhance the overall aesthetic quality of their work?	
CO2	Q.5a	In the context of photojournalism, how does the pursuit of visual aesthetics intersect with the responsibility to accurately document and represent real-world events? How can photographers navigate the ethical considerations inherent in this genre of photography?	3
	Q.5b	Examine the principles of photojournalism and its unique aesthetic requirements. How can photographers ethically capture and convey news stories while maintaining a visually compelling narrative?	3
CO2	Q 6	How does the incorporation of critique, particularly through peer review, contribute to the refinement of photographic skills and artistic vision? In what ways can constructive feedback shape the development of a photographer's style and technique?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Aesthetics of Photography /Course code ***JMC-115*** is level 2 for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : INTRODUCTION TO RADIO
Course Code : JMC 116, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

B. Course Outcomes: At the end of the course, students will be able to:
JMC116.1. The course introduces the students to concepts of Radio as a Medium.
JMC116.2. The course will provide them with the knowledge of Expansion of Radio.
JMC116.3. The course is designed to make students to understand the Broadcasting Policy.
JMC116.4 Understand the mechanics, principles, and life cycle of the Radio process.
JMC116.5. Understand the world of Radio

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Radio as a Medium	**25%**
• Strength & Weaknesses, Characteristics & Edge Over Other Media, • Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, • Mike, Recording.	
Module II Expansion of Radio:	**40%**
• History of Broadcasting: Radio Came to India, • Expansion of Radio, • Development with Five-Year Plans, Diversification of Broadcast, • Education Turned Entertainment, • Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, • Community Broadcast, Different Services.	
Module III Broadcasting Policy	**35%**
• Policies & Principles Radio's Role in Nation Building, • Public Broadcast & Commercialization, AIR Code, Commercial Code, • News Objective, Guidelines for Election Broadcast, • Privatization & Autonomy, • Prasar-Bharti, Convergence, • Relevance of Radio & Media Policy.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980

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- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Radio as a Medium	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
2	Strength & Weaknesses	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics & Edge Over OtherMedia	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Broadcast	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
5	AM & FM	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
6	Short Wave	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
7	Analogue & Digital	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
8	Studio, Mike & Recording	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
9	Expansion of Radio	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
10	History of Broadcasting	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam

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11	Radio Came to India	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
12	Expansion of Radio	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
13	Development with Five-Year Plans	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
14	Diversification of Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
15	Education Turned Entertainment	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
16	Commercial Attempt	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
17	3-Tiers of Radio Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
18	Local Reach	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
19	Community Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
20	Different Services	Lecture	JMC 116.3	Mid Term-1, Quiz & End Sem Exam
21	Broadcasting Policy	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
22	Policies & Principles Radio's Role in Nation Building	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
23	Policies & Principles Radio's Role in Nation Building	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
24	Public Broadcast & Commercialization	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
25	Public Broadcast & Commercialization	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam

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26	AIR Code	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
27	Commercial Code	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
28	News Objective	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
29	Guidelines for Election Broadcast	Lecture	JMC 116.4	Quiz & End Sem Exam
30	Privatization & Autonomy	Lecture	JMC 116.5	Quiz & End Sem Exam
31	Prasar-Bharti	Lecture	JMC 116.5	Quiz & End Sem Exam
32	Convergence	Lecture	JMC 116.5	Quiz & End Sem Exam
33	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
34	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
35	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
36	Relevance of Radio & Media Policy	Lecture	JMC 116.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 116.1	*The course introduces the students to concepts of Radio as a Medium.*	3	3	1	3	1	2	2	1	2	2	-	-	-

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JMC 116.2	*The course will provide them with the knowledge of Expansion of Radio.*	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 116.3	The course is designed to make students to understand the Broadcasting Policy.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 116.4	Understand the mechanics, principles, and life cycle of the Radio process.	1	2	2	1	3	3	1	2	2				
JMC 116.5	*Understand the world of Radio*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2019-20						
Class: MA(J&MC) I Semester						
Subject Name: JMC116 INTRODUCTION TO RADIO		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per BloomsTaxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1:The course introduces the students to concepts of Radio as a Medium. CO2:The course will provide them with the knowledge of Expansion of Radio.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of radio.	3
CO1	Q.2a	Define the characteristics of radio.	3
	Q.2b	What is difference between analogue and digital radio.	3

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CO1	Q.3	What are requirements for recording radio programmes.	6
CO2	Q.4	Briefly explain the history of Radio.	3
CO2	Q.5a	Define the diversification of broadcasting.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define 3-tiers of radio broadcasting.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Radio** /Course code ***JMC 116*** is level **2** for the academic year 2019-20.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : MASS MEDIA INDUSTRY
Course Code : JMC 117, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr Adhrit Chandra Pati Tripathi

A. **Introduction:** The objective of this course is to familiarize the students with the knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC117.1. The course introduces the students to concepts of Media and Entertainment.
JMC117.2. The course will provide them with the knowledge of Contemporary Practices in media industry.
JMC117.3. The course is designed to make students to understand the Culture of Media.
JMC117.4 Understand the mechanics, principles, and life cycle of the Mass Media Industry.
JMC117.5. Understand the world of Mass Media Industry with respect to global & regional scenario.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes	A	5%

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	all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Media and Entertainment(M&E)	**25%**
• Four Pillars Of M&E, Key Development: Demonetisation, • GST, National IPR Policy e.tc and Its Impact, • Evolution of Digital Consumer	
Module II Contemporary Practices:	**40%**
• Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT), • The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, • Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), • Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, • VFX In Domestic Production, • Augmented Reality Vs Virtual Reality, • Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III Media and Culture:	**35%**
• Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, • Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, • Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc).	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita

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- Mass Communication in India; Aggarwal, Veerbala

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	**Media and Entertainment(M&E)**	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
2	Four Pillars Of M&E	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
3	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
4	*Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer*	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
5	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
6	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
7	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
8	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
9	Contemporary Practices	Lecture	JMC 117.2	Mid Term-1, Quiz & End

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				Sem Exam
10	Digitisation: Digital Advertising Ecosystem	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
11	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
12	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
13	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
14	The New Genre- Free To Air Channels	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
15	Indian Film Industry Performances,	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
16	Rise Of Biopics	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
17	Launch Of New Radio Stations And New Genres, Listenership Trend	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
18	FMstation Of The Country(Phase III)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
19	Animation (In Film, Advertisement)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
20	Language Newspaper,: Penetration And Hyper Localisation	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
21	Newspaper Distribution Chain In India,	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
22	VFX In Domestic Production, Augmented Reality Vs Virtual Reality	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
23	Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
24	UFO	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam

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25	Media and Culture	Lecture	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
26	Merger and Acquisition: Case Studies	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
27	Hegemony and Cultural Imperialism	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
28	Cultural Dependency (Dependency Paradigm)	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
29	Media Business AmidstConvergence	Lecture	JMC 117.4	Quiz & End Sem Exam
30	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.4	Quiz & End Sem Exam
31	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
32	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
33	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
34	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
35	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
36	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.2	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 117.1	The course introduces the students to concepts of Media and Entertainment.	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 117.2	The course will provide them with the knowledge of Contemporary Practices in media industry..	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 117.3	The course is designed to make students to understand the Culture of Media.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 117.4	Understand the mechanics, principles, and life cycle of the Mass Media Industry.	1	2	2	1	3	3	1	2	2				
JMC 117.5	*Understand the world of Mass Media Industry with respect to global & regional scenario.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2019-20		
Class: MA (J&MC) I Semester		
Subject Name: JMC117 MASS MEDIA INDUSTRY	Time: 1.5 Hrs	Max.Marks:30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,4,2.a	Q.3,2.b	Q.4,5.b	Q.6	Q.1

Student will be able to
CO1:The course introduces the students to concepts of Media and Entertainment.
CO2:The course will provide them with the knowledge of Contemporary Practices in media industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are four pillars of M&E.	3
CO1	Q.2a	Define GST	3
	Q.2b	Elaborate IPR.	3
CO1	Q.3	Define the Evolution of Digital Platforms.	6
CO2	Q.4	Define digital advertising ecosystem.	3
CO2	Q.5a	Define VFX.	3
	Q.5b	Explain the difference between AR and VR.	3
CO2	Q6	Define UFO services.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Mass Media Industry** /Course code ***JMC 117*** is level 2 for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Political Communication
Course Code : JMC 118, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr. Ashish Sharma

A. **Introduction:** A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

B. **Course Outcomes**: At the end of the course, students will be able to:

JMC118.1. The course introduces the students to concepts of Political Communication as an emerging Discipline.

JMC118.2. The course will provide them with the knowledge of international dimensions of Political Communication.

JMC118.3. The course is designed to make students to understand politics and its relation to nation-building.

JMC118.4. The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: Political Communication as an emerging Discipline

Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication

Module II: International dimensions of Political Communication

Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values

Module III: Introduction to identity politics and its relation to nation-building

Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns.

Module IV: UNESCO's efforts in removal of Imbalance in News flow

Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

C. Suggested Text/Reference Books:

- Thussu, Daya Kishan (2009), International Communication: A Reader
- Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
- Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
- Seator, Jean. (1998). Politics and the Media, Blackwell.
- Gunther, Richard. (2000). Democracy and the Media, Cambridge

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D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Political Communication as an emerging Discipline	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
2	Scope and Characteristics, Relationship of Politics with Communication.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
3	Theoretical Approaches,	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
4	The Role of Media in Politics, Mediation	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
5	Political Socialization	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
6	Political Participation	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
7	Political Processes	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
8	Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
9	Channels of Political Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
10	International dimensions of Political Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
11	Globalisation of Media	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam

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12	Transnational News	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
13	Ideological Promotion and Conflict	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
14	International Relations and Propaganda	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
15	Emergence of Third World Political Communication.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
16	Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
17	International News Agencies and Syndicates	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
18	Their Organizational Structure and Functions	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
19	A Critique of Western News Values	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
20	Introduction to identity politics and its relation to nation-building	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
21	Local Assertions and Its Links to Global Assertions	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
22	Gender Issues - Country or Region- Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
23	Racial Profiling	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
24	Discrimination	Lecture	JMC 118	Mid Term-2, Quiz & End

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				Sem Exam
25	Xenophobia and Cross Border Migration	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
26	HDI, Development and Environmental Concerns - Conflict of Interests	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
27	Between Economic and Environmental Concerns	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
28	UNESCO's efforts in removal of Imbalance in News flow	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
29	Debate on New World Information and Communication Order and New International Economic Order	Lecture	JMC 118	Quiz & End Sem Exam
30	MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure.	Lecture	JMC 118	Quiz & End Sem Exam
31	Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards	Lecture	JMC 118	Quiz & End Sem Exam
32	Information – Prompted Cultural Imperialism	Lecture	JMC 118	Quiz & End Sem Exam
33	Criticisms; Violence Against Media Persons	Lecture	JMC 118	Quiz & End Sem Exam
34	Effects of Globalization on Media Systems and Their Functions	Lecture	JMC 118	Quiz & End Sem Exam

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35	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	JMC 118	Quiz & End Sem Exam
36	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	JMC 118	Quiz & End Sem Exam

E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 118.1	The course introduces the students to concepts of Political Communication as an emerging Discipline.	3	2	3	3	2	2	2	3	3	-	-	-
JMC 118.2	The course will provide them with the knowledge of international dimensions of Political Communication.	2	2	2	3	3	13	3	3	3	-	-	-
JMC 118.3	The course is designed to make students to understand politics and its relation to nation-building.	3	2	3	3	3	3	3	3	3	-	-	-
JMC 118.4	The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.												

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2019-20						
Class: MA(J&MC) I Semester						
Subject Name: JMC118 POLITICAL COMMUNICATION		**Time:1.5 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,2	Q.3,4,2. a	Q.3,2. b	Q.4,5. b	Q.6	Q.1

Student will be able to

CO1: The course introduces the students to concepts of Political Communication as an emerging Discipline.

CO2: The course will provide them with the knowledge of international dimensions of Political Communication.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the role of politics.	3
CO1	Q.2a	What is public opinion?	3
	Q.2b	Define persuasion.	3
CO1	Q.3	What are rights and responsibilities of the media.	6
CO2	Q.4	Define globalization of media.	3
CO2	Q.5a	Define UNO's universal declaration of human rights.	3
	Q.5b	Define the role of international news agencies.	3
CO2	Q 6	What is emergence of third world political communication.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Political Communication** Course code **JMC 118** is level **3** for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

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Course Handout
Course Name : Communication Research
Course Code : JMC 211, Credits : 3 Session : 2019-20 Class : MA J&MC II Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: "Communication Research is a dynamic course designed to equip students with the essential skills and methodologies for exploring, analyzing, and understanding various aspects of communication. Through a comprehensive study of research techniques, this course empowers students to critically examine the impact, dynamics, and trends in communication processes across diverse media and contexts."

B. Course Outcomes: At the end of the course, students will be able to:

- JMC 211.1. Develop advanced skills in designing and conducting communication research across diverse media platforms.
- JMC 211.2 Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.
- JMC 211.3 Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.
- JMC 211.4 Acquire proficiency in presenting research findings through clear and impactful communication strategies.
- JMC 211.5 Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Communication Research	**20%**
Descriptors/Topics Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	
Module II – Communication Research Process	

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Descriptors/Topics Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Policy implications and conclusion. Sampling: Meaning, strategies, methods and types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	**30%**
Module III – Statistical application	**30%**
Descriptors/Topics Statistics Applied In Research: Frequencies And Percentages; Measures Of Central Tendency: Mean, Median And Mode; Measures Of Dispersion: Range, Standard Deviation And Mean Deviation; Simple Correlation	
Module IV – Report Writing and Ethical Issues in Communication Research	**20%**
Descriptors/Topics Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research, Ethical Issues in Research: Plagiarism, Database and Research matrix	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

References

- Research Papers
- Research Journals
- YouTube Tutorials

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G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Definition, Research Methods and Approaches in Social Sciences.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
2	Definition, Research Methods and Approaches in Social Sciences.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Media Research and Scientific Methods	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
4	Importance of Communication Research – Indian Scenario.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
5	Importance of Communication Research – Indian Scenario.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
6	Formulation of Research Problem	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
7	Review of Literature, Hypothesis, Research Design.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
8	Review of Literature, Hypothesis, Research Design.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam

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9	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
10	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
11	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
12	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
13	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
14	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
15	Sampling: Meaning, strategies, methods and types	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
16	Sampling: Meaning, strategies, methods and types	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam

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17	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	JMC 211.4	Mid Term-1, Quiz & End Sem Exam
18	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	JMC 211.4	Mid Term-1, Quiz & End Sem Exam
19	Statistics Applied In Research: Frequencies And Percentages	Lect ure	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics Applied In Research: Frequencies And Percentages	Lect ure	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
21	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
22	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
23	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
24	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
25	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
26	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
27	Research Reports: Research Articles/Paper	Lect ure	JMC 211.5	Mid Term-2, Quiz & End Sem Exam

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28	Research Reports: Research Articles/Paper	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
29	Project Report, Dissertation and Thesis	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
30	Project Report, Dissertation and Thesis	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
31	Significance of Abstract	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
32	Proposal, Synopsis, Reference	Lecture	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
33	Proposal, Synopsis, Reference	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
34	Bibliography in Research	Lecture	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
35	Ethical Issues in Research: Plagiarism,	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
36	Database and Research matrix	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 211.1.	Develop advanced skills in designing and conducting communication research across diverse media platforms.	3	3	1	3	1				2		2	1			
JMC 211.2.	Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.	3	2	2	2	2				2		1	1			
JMC 211.3.	Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.	3	2	2	2	2				3		3	1			
JMC 211.4.	Acquire proficiency in presenting research findings through clear and impactful communication strategies.	3	3	2	3	2				1		2	1			
JMC 211.5	Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2019-20						
Class: MA J&MC **Communication Research** II Semester						
Subject Name: **Communication Research**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define various research methods and approaches used in social sciences	6
CO1	Q.2	What are the various tools of data collection ?	6
	Q.3	What are measures of central tendency? Explain mean ,median and mode	6
CO1	Q.4	What are the cultural, social and political impact of Globalisation?	6
CO2	Q.5	Explain in detail the shift in Indian Sports scenario,	6
CO2	Q.6	Define communication research and discuss its importance in the Indian scenario.	6
	Q.7	Explain the process of formulating a research problem, including the review of literature, hypothesis development, and research design.	10
CO2	Q.8	Discuss the application of statistics in communication research, emphasizing frequencies and percentages.	10
CO3	Q.9	Explore ethical considerations in communication research, covering topics such as plagiarism, database usage, and research matrices.	10

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CO3	Q.10	Explain key terms related to sampling, including sample plan, sample design, sample unit, sample frame, and sample size. Discuss tools of data collection.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Research*** /Course code ***JMC 211*** is level **3** for the academic year 2019-202.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Television Journalism
Course Code : JMC 212, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the TV industry of India, as well as recognize the impact of Television Industry on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC212.1. The course introduces the students to introduce the basics of Tv Production and its practice to the students

JMC212.2. The course is designed in a manner to reinforce the basic concepts of TV Industry.

JMC212.3.Course will make students understand the workings of the media.

JMC212.4 Understand the mechanics, principles, of TV production.

JMC212.5. Understand the world of Television Production.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Television as a Medium	**25%**
• Understanding the medium: invention and development; strengths and weaknesses of the medium;	

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• Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, • understanding sound, light and colour TV editing software: uses and limitations	
Module II TV News	**25%**
• Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; • news priorities for TV, comparison with other news media, breaking news: definition and practice • Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; • Backroom researchers, reference library or archives people, graphic artists	
Module III TV Reporting	**25%**
• TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; • Piece-to-camera, phonos, interview skills, instructing cameraman, • significance of sound-bytes, gettinggood sound-bytes	
Module IV TV Editing	25
• Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; • updating information, News presentation: structure of a news bulletin: headlines, • individual stories: telling a story through visuals, use of graphics, file shots, photos etc., • compilation of a bulletin, live feed, anchor's responsibilities; • Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	2**25%**

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.

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- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
3	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
4	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, *understanding sound, light and colour TV editing software: uses and limitations*	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
5	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
6	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
7	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
8	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
9	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
10	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
11	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
12	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
14	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
15	Understanding TV News: news values, significance of timeliness, news as it happens; sources of	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
16	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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17	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
18	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors;	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	Backroom researchers, reference library or archives people, graphic artists			
19	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
20	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-1, Quiz & End Sem Exam
21	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation,	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam

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	diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
22	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
23	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
24	TV reporting: reporting skills: understanding deadline, gathering information, cultivating,	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam

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	sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
25	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
26	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam

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27	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam
28	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam
29	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of	Lecture	JMC212.4	Quiz & End Sem Exam

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	news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
30	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam

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31	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
32	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news	Lecture	JMC212.5	Quiz & End Sem Exam

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	anchor: screen presence, presence of mind, interview skills etc			
33	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
34	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation	Lecture	JMC212.5	Quiz & End Sem Exam

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	of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
35	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
36	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story	Lecture	JMC212.3	Quiz & End Sem Exam

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	through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 212.1	*The course introduces the students to introduce the basics of TV production and its practice to the students*	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 212.2	*The course is designed in a manner to reinforce the basic concepts of TV Industry.*	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 212.3	Course will make students understand the workings of the media.	3	2	2	2	2	2	2	3	3	3	-	-	-

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JMC 212.4	Understand the mechanics, principles, of TV production.	1	2	2	1	3	3	1	2	2				
JMC 212.5	*Understand the world of Television Production.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication
Department of Journalism and Mass Communication
MID-SEMESTER(SEM–II) 2019-20

Class: MA(J&MC) II Semester

Subject Name: JMC 212 Television Production	Time: 1.5 Hrs	Max.Marks:30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Natural Lighting.	3
CO1	Q.2a	Define the characteristics of Camera person.	3
	Q.2b	What is difference between DSLR and SLR.	3
CO1	Q.3	What are requirements for recording TV programmes .	6
CO2	Q.4	Briefly explain the steps to Prost Production.	3
CO2	Q.5a	Define the diversification of Studio.	3
	Q.5b	What is broadcasting.	3
CO2	Q6	Define Studio Lay out .	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code **JMC 212** is level 2 for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Radio Production
Course Code : JMC 213. Crédits : 3, Session : 2019-20 (EVEN), Class MAJMC 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in radio production and broadcasting. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-213.1- Provide a comprehensive understanding of the fundamental concepts and principles of radio production,
- JMC-213.2- Develop practical skills in operating radio production equipment, including soundboards, microphones, and editing software,
- JMC-213.3- Explore effective scripting and storytelling methods tailored for radio
- JMC-213.4- Offer opportunities for students to participate in live radio broadcasting scenarios
- JMC-213.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

	Weightage (%)
Module I Studio Layout	

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Descriptors/Topics The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	**20%**
Module II Radio Formats and Genres	**20%**
Descriptors/Topics Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	
Module III Writing for radio	**20%**
Descriptors/Topics Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	
Module IV Radio Presentation	**40%**
Descriptors/Topics News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	

Pedagogy for Course Delivery:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of radio production, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

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E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi,1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
2	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
3	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam

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4	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
5	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
6	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
7	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
8	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam

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	Sound			
9	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
10	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
11	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
12	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam

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	ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			
13	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
14	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
15	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
16	Radio formats- Simple announcements, Radio	Lecture	MAJMC 213.2	Mid Term-1, Quiz &

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	talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			End Sem Exam
17	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam

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20	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
21	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
23	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam

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24	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
25	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies,	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
26	Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.),	Practical	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
27	Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
28	, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
29	Information for the broadcasters, links), Making	Practical	MAJMC 213.4	Mid Term-2, Quiz &

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	radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)			End Sem Exam
30	(Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
31	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, QuotationMarks, Alterations, Corrections, List and Numbers, Station Style, C	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
32	Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
33	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, , Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
34	Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
35	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, broadcasters, links), Making radio Commercials(Copy policy, Target Audience,	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam

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	writing copy, voicing and treatment, music and effects, Humour)			
36	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop writing copy, voicing and treatment, music and effects, Humour)	Theory	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 213.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		**3**	**2**	**1**
JMC 213.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		**2**	**3**	**3**
JMC 213.3	Students will be classify various	3	2	2	2	2				3		**3**	**3**	**3**

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	fascinating aspects of current affairs and news													
JMC 213.3	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 213.3	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2019-20						
Class: MAJMC II Semester						
Subject Name: MAJMC-213 RADIO PRODUCTION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience engagement and maintain relevance in a competitive media environment?.	3

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CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful radio productions, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in radio production. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Production*** /Course code JMC 213 is level **3** for the academic year 2019-20.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Visual Designing and Production
Course Code : JMC 214, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MA(J&MC). II Sem
Faculty Name : Siddharth Sharma

A. **Introduction:** The objective of this course is to make students aware of the concepts of visual designs and production. The course will help them in understanding advertising designing along with software's such adobe and corel draw.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC 214.1. Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing.

- **JMC 214.2**. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.
JMC 214.3. Students will also learn the terminology used in layouts and designs in indoor medium.
JMC 214.4 The students will study the design for advertising layouts, taking into the consideration the choice of typeface.
JMC 214.5. Understand the positioning and choice of colors, images and text.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I House Styles	

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Descriptors/Topics Basic concept of style-sheet and its creation, Style guide: examples from newspapers, magazines; own guide produced for new publication. Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	**25%**
Module II Advertising Designing	**35%**
Descriptors/Topics Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers, and Banners etc. Choice and usage of images and colors in advertisements.	
Module III Design Software's	**40%**
Descriptors/Topics **obe Photoshop and Coral Draw -** Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, newspaper, letter head, flex board advertisements', Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by

References

- Newspaper
- Magazines
- You Tube Tutorials

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G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Basic concept of style-sheet and its creation	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
2	Basic concept of style-sheet and its creation	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
3	Style guide: examples from newspapers	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
4	*Style guide: examples from newspapers*	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
5	, magazines; own guide produced for new publication.	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
6	, magazines; own guide produced for new publication.	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
7	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
8	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
9	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
10	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
11	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam

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12	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
13	Communicating through multiple media	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
14	Communicating through multiple media	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
15	Digital and print produces integrated design solutions	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
16	Digital and print produces integrated design solutions	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
17	Different types of advertising: Press ad, Magazine ad,	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
18	Different types of advertising: Press ad, Magazine ad,	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
19	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
20	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	JMC 214.3	Mid Term-1, Quiz & End Sem Exam
21	, Danglers, and Banners	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
22	, Danglers, and Banners	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
23	Choice and usage of images and colors in advertisements	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
24	Choice and usage of images and colors in advertisements	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction, Interfaces and various palettes	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
26	Introduction, Interfaces and various palettes	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam

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27	nent Setting, About Menus.	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
28	nent Setting, About Menus.	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
29	Different Advertisement Designing Projects	Lecture	JMC 214.4	Quiz & End Sem Exam
30	Different Advertisement Designing Projects	Lecture	JMC 214.5	Quiz & End Sem Exam
31	magazine, brochure, newspaper, letter head	Lecture	JMC 214.5	Quiz & End Sem Exam
32	magazine, brochure, newspaper, letter head	Lecture	JMC 214.5	Quiz & End Sem Exam
33	flex board advertisements', Advertising Campaign	Lecture	JMC 214.5	Quiz & End Sem Exam
34	flex board advertisements', Advertising Campaign	Lecture	JMC 214.5	Quiz & End Sem Exam
35	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	JMC 214.5	Quiz & End Sem Exam
36	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	JMC 214.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 214.1	Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 214.2	Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 214.3	Students will also learn the terminology used in layouts and designs in indoor medium.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 214.4	The students will study the design for advertising layouts, taking into the consideration the choice of typeface.	1	2	2	1	3	3	1	2	2				
JMC 214.5	Understand the positioning and choice of colors, images and text.	3	1	3	3	1	1	2	2	2				

Sample Question Paper

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Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2019-20						
Class: MA(J&MC) II Semester						
Subject Name: JMC 214 Visual Designing and Production		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*
CO2:•Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the concept of stylesheet?	3
CO1	Q.2a	What is style guide? Cite a few examples.	3
	Q.2b	What is difference between typeface and masthead	3
CO1	Q.3	What is the importance of font in publishing. .	6
CO2	Q.4	Discuss integerated media solutions	3
CO2	Q.5a	Make a banner for your firm.	3
	Q.5b	Discuss the importance of positioning of ads in paper.	3
CO2	Q6	What is dangler and banner?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Visual Designing and Production /Course code **JMC 214** is level **3** for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Specialized Reporting
Course Code : JMC 215 , Credits : 3 Session : 2019-20 Class : MA J&MC II
Faculty Name : Dr. Adhrit Chandra Pati Tripathi

A. Introduction: "Specialized Reporting is a dynamic course designed to equip journalism students with advanced skills in in-depth reporting across specialized fields. From investigative journalism to coverage of niche topics, this course focuses on honing the expertise needed to excel in the ever-evolving landscape of specialized reporting."

B. Course Outcomes: At the end of the course, students will be able to:
JMC 215.1. Gain proficiency in conducting thorough investigations, from research to ethical reporting.
JMC 215.2. Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.
JMC 215.3. Acquire skills in using various media formats and innovative techniques for impactful storytelling.
JMC 215.4. Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.
JMC 215.5 Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Beat Reporting	**25%**
Descriptors/Topics Covering a news beat, covering local beats, Crime reporting, Education reporting, Health reporting, Civic Issues reporting, Covering local government	
Module II Covering the State and Politics	**25%**
Descriptors/Topics Covering national level beats, Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, covering political parties/events/rallies/ elections), Parliament Reporting (Parliament Structure, reporting on legislature) Legal	

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Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)	
Module III Business and Sports Reporting	**25%**
Descriptors/Topics Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries), How to develop good sports writing skills, Covering local, national and international level events	
Module IV Specialized Reporting	**25%**
Descriptors/Topics Investigative Reporting: Definition, elements, tools, Sting Operations and latest trends Investigative Reporting Case studies: Indian and International, Disaster Reporting Environmental Reporting, Page 3 and Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

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- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Covering a news beat	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
2	covering local beats	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
4	Education reporting	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting, Civic Issues reporting	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
6	Covering local government	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
8	Covering national level beats	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
9	Covering the Government (PIB, Ministries, independent bodies	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
10	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
11	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
12	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
13	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
14	Legal Reporting (structure & jurisdiction of courts	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam

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15	Legal Reporting (structure & jurisdiction of courts	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
16	reporting court hearings, precautions	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
17	Basic Business Knowledge & Business Bodies	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
18	Corporate Reporting	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
19	Covering Economic policy	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
20	ministries of commerce, finance, industry	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
21	company affairs and other infrastructure ministries	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
22	How to develop good sports writing skills	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
23	How to develop good sports writing skills	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
24	national and international level events	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
25	Investigative Reporting	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
26	Definition, elements of investigative reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
27	tools, Sting Operations and latest trends in reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
28	tools, Sting Operations and latest trends in reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
29	Investigative Reporting Case studies	Lecture	JMC 215.4	Quiz & End Sem Exam
30	Indian and International, Disaster Reporting	Lecture	JMC 215.4	Quiz & End Sem Exam
31	Environmental Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam
32	Page 3 and Lifestyle	Lecture	JMC	Quiz & End Sem

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	Reporting		215.5	Exam
33	Gender Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam
34	Page 3 and Lifestyle Reporting	Lecture	JMC 215.4	Quiz & End Sem Exam
35	Poverty Reporting,	Lecture	JMC 215.4	Quiz & End Sem Exam
36	Science & Technology Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 215.1.	Gain proficiency in conducting thorough investigations, from research to ethical reporting.	3	3	1	3	1				2		2	1			
JMC 215.2.	Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.	3	2	2	2	2				2		1	1			
JMC 215.3.	Acquire skills in using various media formats and innovative techniques for impactful storytelling.	3	2	2	2	2				3		3	1			

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JMC 215.4.	Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.	3	3	2	3	2				1		2	1			
JMC 215.5	Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2019-20						
Class: MA J&MC Specialized Reporting Practices II Semester						
Subject Name: Specialized Reporting		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the challenges and ethical considerations in covering local crime beats.	6
CO1	Q.2	Discuss the role of journalists in reporting civic issues and engaging with local government.	6

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	Q.3	Explore the nuances of reporting on education and health issues at the local level.	6
CO1	Q.4	Describe the process of covering national-level beats, including interactions with government bodies like PIB.	6
CO2	Q.5	Discuss the fundamentals of corporate reporting and the role of journalists in covering economic policies at various ministry levels.	6
CO2	Q.6	Provide tips on developing good sports writing skills for coverage at the local, national, and international levels.	6
	Q.7	Explain the structure of the Indian Parliament and the basics of legal reporting, including court structures and precautions.	10
CO2	Q.8	Outline the political structure in India and detail the responsibilities of journalists covering political events, parties, rallies, and elections.	10
CO3	Q.9	Discuss the challenges and responsibilities in reporting disasters and environmental issues.	10
CO3	Q.10	Analyze one Indian and one international investigative reporting case study, highlighting key lessons learned.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting*** /Course code ***JMC 215*** is level **3** for the academic year 2019-20.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : JMC 216, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Mr. Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. Course Outcomes: At the end of the course, students will be able to:

JMC216.1. In this course students will understand the language of film making

JMC216.2. They will come to know about different stages of filmmaking

JMC216.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.

JMC216.4. They will be introduced to the concepts of lighting and editing for films.

- **JMC216.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	JMC 216.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	JMC 216.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	JMC 216.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	JMC 216.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	JMC 216.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	JMC 216.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 216.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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JMC 216.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
JMC 216.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
JMC 216.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
JMC 216.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2019-20						
Class: MA(J&MC) II Semester						
Subject Name: JMC 216 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: In this course students will understand the language of film making
CO2:•They will come to know about different stages of filmmaking.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **JMC 216** is level 3 for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Public Relation and Corporate Communication
Course Code : JMC 217, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the PR industry of India, as well as recognize the impact of corporate communication on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC217.1. The course introduces the students to introduce the basics of PR and its practice to the students

JMC217.2. The course is designed in a manner to reinforce the basic concepts of effective public relations.

JMC217.3. Course will make students understand the workings of the media -- and the 'new media' landscape

JMC217.4 Understand the mechanics, principles, of PR.

JMC217.5. Understand the world of Corporate Communication.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Understanding PR & CC	**25%**
• PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, • The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, • Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, • Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	
Module II PR strategies and tools	**25%**
• The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; • Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) • PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events • Lobbying, Crisis Management, Use of new media by PR professionals	
Module III Introduction to Corporate Communication	**25%**
• Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, • Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media • (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend • Press Releases, Feature Study Releases, Video News Releases, Webcasts).	
Module IV Corporate Communication Strategies and Tools	**25%**
• *Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising,* • *CC/PR in Brand Building,* • *Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication,* • *Investor Relation*	

E. Examination Scheme:

Components	A	MT	IE	EE

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Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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2	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
3	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
4	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and *Advertising, Defining Publics/Stakeholders*			
5	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
6	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	(Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
7	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
8	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
9	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
10	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
11	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
12	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
13	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
14	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
15	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
16	The PR Process: Defining the Problem, Why it is Problem,	Lecture	JMC 217.2	Mid Term-1, Quiz & End

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	the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			Sem Exam
17	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
18	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
19	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
20	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-1, Quiz & End Sem Exam
21	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
22	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

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	Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
23	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
24	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
25	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
26	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam
27	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam

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	of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
28	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam
29	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.4	Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
30	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.5	Quiz & End Sem Exam
31	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
32	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and	Lecture	JMC 217.5	Quiz & End Sem Exam

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	Communication, Investor Relation			
33	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
34	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
35	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
36	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building,	Lecture	JMC 217.5	Quiz & End Sem Exam

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	Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 217.1	The course introduces the students to introduce the basics of PR and its practice to the students	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 217.2	The course is designed in a manner to reinforce the basic concepts of effective public relations.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 217.3	Course will make students understand the workings of the media -- and the 'new media' landscape	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 217.4	Understand the mechanics, principles, of PR.	1	2	2	1	3	3	1	2	2				
JMC 217.5	Understand the world of Corporate Communication.	3	1	3	3	1	1	2	2	2				

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2019-20						
Class: MA(J&MC) II Semester						
Subject Name: JMC 217 Public Relations and corporate communication		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Pr communication.	3
CO1	Q.2a	Define the characteristics of PR professonal.	3
	Q.2b	What is difference between CSR and Corporate communication .	3
CO1	Q.3	What are requirements for recording radio programmes for CSR.	6
CO2	Q.4	Briefly explain the steps to damage control.	3
CO2	Q.5a	Define the diversification of PR firm.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define CC.	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Public Relations and corporate communication /Course code **JMC 217** is level 2 for the academic year 2019-20.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : FOLK AND POPULAR MEDIA OF INDIA
Course Code: JMC 218, Credits: 03, Session:2019-20 (Even Sem), Class: MA(J&MC) II Sem
Faculty Name : Mr. Gaurav Chhabra

A. Introduction: The student will explore the diverse world of Folk Media in this course, delving into its meaning, forms like dance, theatre, and music, and cultural significance. Uncover the interplay between Popular and Traditional Media, and analyze the integrated use of Folk Media with mass communication. Discover the role of Folk Media in nation-building and its impact on national integration.

B. Course Outcomes: At the end of the course, students will be able to:

JMC218.1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

JMC218.2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

JMC218.3. Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by government agencies.

JMC218.4. Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.

JMC218.5. Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking	A	5%

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	up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	**Weightage (%)**
Module I: Folk Media – Definition, Meaning Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet- Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	**40%**
Module II: Popular and Traditional Media Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	**20%**
Module III: Folk Media and its Implications Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of **Communication**	**40%**

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Folk Media: Meaning & Definition	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
2	Nature and Scope of Folk Media,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics of Folk Media,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Folk Media: Dance, Theatre & Music,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
6	Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam

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	Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra,			
7	Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore.	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
8	Forms of Folk Music: Indian And Western	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
9	Forms of Folk Music: Indian And Western	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
10	Traditional Media as An Effective Communication Tool	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
11	Traditional Media as An Effective Communication Tool	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
12	Popular and Traditional Media and Their Relation	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
13	Popular and Traditional Media and Their Relation	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
14	High Art Versus Low Art	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
15	High Art Versus Low Art	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
16	Traditional Media, Popular Media and Cultural Hegemony	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam

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17	Traditional Media, Popular Media and Cultural Hegemony	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
18	Integrated Use of Folk Media and Mass Media	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Use of Folk Media and Mass Media	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
20	Role of Folk Media in Nation Building.	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
21	Role of Folk Media in Nation Building.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
22	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
23	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
24	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
25	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam

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26	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
27	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
28	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
29	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Quiz & End Sem Exam
30	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Quiz & End Sem Exam
31	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
32	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
33	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
34	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam
35	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam
36	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC218.1	Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.	3	2	3	3	2	2	2	2	3	3	2	1	3
JMC218.2	Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.	2	2	2	3	3	2	13	3	3	3	3	1	2
JMC218.3	Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by	3	2	3	3	3	2	3	3	3	3	3	2	1

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	government agencies.													
JMC218.4	Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.	1	3	2	3	2	2	3	3	3	3	1	2	3
JMC218.5	Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.	1	3	2	3	2	2	3	3	3	3	3	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM –II) 2019-20		
Class: MA(J&MC) II Semester		
Subject Name: JMC218 FOLK AND POPULAR MEDIA OF INDIA	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to:

CO1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

CO2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

CO Map	Question No.	Question	Marks
CO1	Q.1	Explore the nature and scope of Folk Media, highlighting its characteristics.	3
CO2	Q.2a	Discuss the significance and cultural relevance of Folk Theatre forms such as Bhavai, Tamasha, and Nautanki.	3
	Q.2b	Examine Folk Tales and Folklore, emphasizing their role in preserving cultural narratives.	3
CO1	Q.3	Discuss the effectiveness of Traditional Media as a communication tool. How does it relate to Popular Media?	6
CO5	Q.4	Explore the dynamics between High Art and Low Art in the context of Traditional and Popular Media.	3
CO3	Q.5a	Investigate the utilization of Folk Media by government agencies such as DFP, Song and Drama Division, and the Department of Information and Public Relations.	3
	Q.5b	Assess the role of Folk Media in nation-building, considering its cultural significance and reach.	3
CO4	Q 6	Discuss the contributions of prominent Folk Artists like Habib Tanveer, Shivaram Karanth, Teejanbai, and Parvati Boul. Explore the challenges and prospects faced by Folk Artists in the contemporary context.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course FOLK AND POPULAR MEDIA OF INDIA /JMC 218 is level 2 for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : New Media Ecology
Course Code : JMC 311, Crédits : 3, Session : 2019-20 (ODD), Class JMC 3rd Semester
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-311.1- Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms
- JMC-311.2- students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication.
- JMC-311.3- Course participants will gain the capacity to adapt to and harness emerging technologies
- JMC-311.4- Students will acquire practical skills in new media production, including content creation, curation, and distribution
- JMC-311.5- The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	

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An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	**40 %**
Module II Structure and Change	**20 %**
Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media, Global Media Conglomerate	
Module III Media Ownership	**20 %**
Media, Markets and Public Spheres, How Business Strategy Shapes Media ContentHow Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
Module IV Media Networks, Associations and Guilds	**20 %**
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers,and societies*. Sage.
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
2	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
3	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
4	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
5	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
6	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
7	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
8	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam

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	Demand and Supply. Types of Media Markets.			
9	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
10	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
11	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
12	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
13	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
14	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
15	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
16	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
17	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam

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18	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
19	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
20	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.3	Mid Term-1, Quiz & End Sem Exam
21	The Broadcast Television Networks,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
22	Contemporary Radio Industry: Revenue Generation and Challenges	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
24	Concept of Pay Per Click, Social Media Advertising.	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
25	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	The Broadcast Television Networks,	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
27	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam

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28	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
29	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
30	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
31	The Broadcast Television Networks,	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
32	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
33	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
34	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
35	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
36	The Broadcast Television Networks,	Theory	JMC 311.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	

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JMC 311.1	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		**3**	**2**	**1**
JMC 311.2	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		**2**	**3**	**3**
JMC 311.3	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		**3**	**3**	**3**
JMC 311.4	Students will acquire practical skills in new media production, including content creation, curation, and distribution	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 311.5	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of	3	3	2	3	2				1		**2**	**3**	**3**

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	responsibility and integrity.													

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2019-20						
Class: MAJMC.III Semester						
Subject Name: JMC-311 NEW MEDIA ECOLOGY		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the concept of new media ecology contribute to or challenge the notion of media convergence.	3
CO1	Q.2a	In what ways does the new media ecology empower users to create and share content, and how does this shift the dynamics of information creation and dissemination?	3
	Q.2b	Explore the role of social media in the new media ecology. How has the rise of platforms like Facebook, Twitter, and Instagram impacted communication, information sharing, and public discourse?	3
CO1	Q.3	Discuss the concerns and challenges related to data privacy and security within the new media ecology, and how these issues affect individuals, businesses, and society at large.	6
CO2	Q.4	How do algorithms shape the content and information users encounter in the new media ecology, and what ethical considerations arise from algorithmic decision-making in mass communication?	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Examine how the new media ecology facilitates the globalization of information. How does this	3

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		interconnectedness impact cultural exchange, international communication, and the dissemination of global news?	
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course New Media Ecology/Course code ***JMC-311*** is level **3** for the academic year 2019-20.

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Course Handout
Course : Advanced Film Theories and Practices
Course Code : JMC 312, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

A. **Introduction:** This course focuses on the basics of filmmaking and cinema techniques The ability to analyse and put film studies in proper perspective will be intended during the course.An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

B.Course Outcomes: At the end of the course, students will be able to:

JMC312.1. Students are introduced to principles and methodology of filmmaking

JMC312.2.They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

JMC312.3 Documentary realism will be pitted against mainstream commercial film genres

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to

journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Course Contents/syllabus:

Modules	Weightage (%)
Module I Film **Production** Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release **Scriptwriting:** Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal **Production:** Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	**40%**
Module II Camera, Lighting and Editing	

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Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	**40%**
Module III Documentaries Film Making and Marketing of Film	
Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	**20%**

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

D. Assessment Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Attendance**	**Class Test**	**Home assignment**	**Presentation**	
Weightage (%)	5	10	10	5	70

E. Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

F. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
2	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
3	Development Stage, Pre-Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
4	Production, Post Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
5	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
6	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
7	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
8	D Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Downigital Media and Virtual Reality	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
9	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
10	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
11	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam

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12	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
13	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
14	Scheduling & Reece, Casting and Source of Casting Module II Camera, Lighting and Editing	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
15	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
16	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
17	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
18	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
19	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
20	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
21	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
22	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
23	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
24	Techniques of Editing-Action Sequence, Comedy Sequence, Romantic Sequence, Conversation	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam

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	Sequences, Chasing Sequence			
25	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
27	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
28	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
29	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Quiz & End Sem Exam
30	Documentaries Film Making and Marketing of Film	Lecture	JMC 312.3	Quiz & End Sem Exam
31	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 312.3	Quiz & End Sem Exam
32	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 312.3	Quiz & End Sem Exam
33	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 312.3	Quiz & End Sem Exam
34	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 312.3	Quiz & End Sem Exam
35	(Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 312.3	Quiz & End Sem Exam
36	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 312.3	Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 312.1	Students are introduced to principles and methodology of filmmaking	2	1	-	2	1	-	-	-	-	-	**1**	**-**	**1**
JMC 312.2	They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.	1	2	-	2	2	-	-	-	-	-	**1**	**-**	**1**
JMC 312.3	Documentary realism will be pitted against mainstream commercial film genres	2	1	-	2	1	-	-	-	-	-	**1**	**-**	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2019-20						
Class: MA(J&MC) III Semester						
Subject Name: JMC312 ADVANCE FILM THEORY & PRACTICES		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6

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Mapping						

Student will be able to
CO1: learn to design and create a website.

CO2. learn to create content for websites and curate content.
CO3. enable a student to enhance a website visually.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO3	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO3	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Advanced Film Theories and Practices /Course code ***JMC 312*** is level **2** for the academic year 2019-20.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Development Communication
Course Code : JMC 313, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Siddharth Sharma

A. Introduction: This course focuses on the concept of development & To increase understanding about community and organization.

A. Course Outcomes: At the end of the course, students will be able to:

JMC313.1. To increase student's knowledge in development communication

JMC313.2. To understand role of different Government and Non-government Organizations in development communication

JMC313.3 To introduce need of different communication approaches for different settings

JMC313.4: To understand the different approaches of development communication.

JMC 313.5: To understand the importance of development communication in upliftment of society

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Syllabus:

Modules	**Weightage (%)**
Module I Concept of Development	**20 %**
Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private SectorIndustries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	
Module II Concept of Community, Structure and Organization	**20 %**
Concept and Characteristics of a Community, Structure and Organization of Different Typesof Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Pris, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of GroupFormation, Group Norms and Structure	
Module III Development Communication	**20 %**
Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	

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Module IV: Approaches in Development Communication	
Communication Planning at National, State, Regional, District, Block and Village Levels,Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play,Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT(Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	**40 %**

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline withthe help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

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MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

- Narula Uma, Har Anand., Development Communication – Theory and Practice,
- Gupta V.S., Communication and Development Concept., New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division,Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
- Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West CommunicationCentre, Honolulu
- Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
- Michael P Longman., Economic Development in the Third World, Todaro, New York

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Process of Development,	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
3	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
4	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
5	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
6	Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy &	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam

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	Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues			
7	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
8	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
9	Issues Of Women And Children, Rural Development, Urbanization And Related Problems	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
10	Theories and Paradigms of Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of Community, Structure and Organization	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
12	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning and Scope of Community Organization, Pris, Cooperatives	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
14	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
15	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
16	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
17	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam

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18	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
19	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
20	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
21	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
22	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
23	Development Communication	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
24	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
25	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
27	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
28	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
29	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
30	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
31	Approaches in Development Communication	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam

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32	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
33	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
34	Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
35	Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
36	Participatory Approaches of Communication, Barriers in Development Communication	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

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JMC 313.1	To increase student's knowledge in development communication	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
JMC 313.2	To understand role of different Government and Non-government Organizations in development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
JMC 313.3	*To introduce need of different communication approaches for different settings*	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
JMC 313.4	To understand the different approaches of development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
JMC 313.5	To understand the importance of development communication in upliftment of society	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2019-20						
Class: MA(J&MC) III Semester						
Subject Name: JMC313 DEVELOPMENT COMMUNICATION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: To increase student's knowledge in development communication						

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CO2. To understand role of different Government and Non-government Organizations in development communication

*CO3. **T**o introduce need of different communication approaches for different settings*

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Development?	3
CO1	Q.2a	Explain the scope of Development Communication.	3
	Q.2b	Explain the 'Concept and Characteristics of a Community.	3
CO2	Q.3	Analyze in detail the Communication Planning at National, State, Regional, District, Block and Village Levels	6
CO2	Q.4	What do you mean by Traditional Media.	3
CO3	Q.5a	Write a short note on E-Governance.	3
	Q.5b	State the importance of Digital Democracy & E-Chaupal.	3
CO3	Q 6	Examine the Barriers in Development Communication.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Development Communication** /Course code ***JMC 313*** is level **2** for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: EVENT AND BRAND MANAGEMENT
Course Code: JMC 314, Credits: 03, Session: 2019-20 (Odd Sem.), Class: MA(J&MC). III SEM
Faculty Name: Gaurav Chhabra

A. Introduction: To initiate the students into the world of corporate communications, public relations and technical writing. To pave the way for the students to choose the career of professional corporate Communicators.

B. Course Outcomes: At the end of the course, students will be able to:

JMC314.1. Learn the world of corporate communications

JMC314.2. Learn public relations and technical writing.

JMC314.3 To Pave the way for the students to choose the career of professional corporate Communicators.

JMC314.4 Master Tools of Corporate and Brand Communication

JMC314.5 Comprehend Brand Concepts and Strategies

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I Introduction to Event Management	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
Module II Corporate Identity	

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Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups.	25%
Module III: Brand Concepts and Brand Strategies	
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding.	25%
Module IV: Tools of Corporate & Brand Communication	
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And "Transparency" On Corporate Communications Practice.	25%

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	15	5	70

H. Text and References:

- Joseph Fernandez, Corporate Communications A 21st Century Primer. New Delhi-Response Books.
- C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.

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- CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
- Sharon Gerson, Technical Writing: Process and Product, Pearson Education
- B.N. Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
- Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt.Ltd.
- Scott.M. Cutlip, Allen H. Centre. Effective Public Relations. New Jersy-Pentice Hall. Books

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Event Management	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
2	Early Beginnings- Definition of Events.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
3	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
4	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
5	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
6	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
7	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
8	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
9	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
10	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
11	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam

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12	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
13	Corporate Identity	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
14	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
15	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
16	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
17	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
18	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
19	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
20	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
21	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-2, Quiz & End Sem Exam
22	Brand Concepts and Brand Strategies	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Brand Differentiation, Brand Positioning, Brand Image,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam

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	Brand Equity, Brand Extension, Closing Branding Strategies,			
24	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
25	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
26	Product Branding, Line Branding, Range Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
27	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
28	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
29	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Quiz & End Sem Exam
30	Tools of Corporate & Brand Communication	Lecture	JMC 314.3	Quiz & End Sem Exam
31	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
32	Desktop Publishing (DTP), Corporate Communication Through WebsitesEssentials of Designing	Lecture	JMC 314.3	Quiz & End Sem Exam
33	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
34	Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms,	Lecture	JMC 314.3	Quiz & End Sem Exam
35	(Hate Speech, Memes, Trolls Etc, Online Privacy and	Lecture	JMC 314.3	Quiz & End Sem Exam

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	Preventive Measures), SOPA and PIPA,			
36	ocial Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	Lecture	JMC 314.3	Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PO3
JMC314.1	To initiate the students into the world of corporate communications.	3	2	2	2	2	2	2	3	3	3	1	2	1
JMC314.2	Learn public relations and technical writing.	3	2	2	2	2	1	2	3	2	3	2	3	2
JMC314.3	To pave the way for the students to choose the career of professional corporate Communicators.	3	2	2	2	2	2	2	3	3	3	3	2	1
JMC314.4	Master Tools of Corporate and Brand Communication	3	2	2	2	2	1	2	3	2	3	2	3	2
JMC314.5	Comprehend Brand Concepts and Strategies	3	2	2	2	2	2	2	3	3	3	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III)2019-20

Class: MA(J&MC) III Semester

Subject Name: JMC314 EVENT AND BRAND MANAGEMENT	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1: To initiate the students into the world of corporate communications.

CO2. Learn public relations and technical writing.

CO3. To pave the way for the students to choose the career of professional corporate Communicators.

CO4. Master Tools of Corporate and Brand Communication

CO5. Comprehend Brand Concepts and Strategies

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Event Management?	3
CO1	Q.2a	Explain the scope of Event Management.	3
	Q.2b	Explain the 'Distinction Between Everyday Events and An Event Per-Say.	3
CO5	Q.3	Analyze in detail the Events as Part of PR And Corporate Campaigns	6
CO2	Q.4	What do you mean by Corporate Identity.	3
CO4	Q.5a	Write a short note on Brand Strategies.	3
	Q.5b	State the importance of Social Networking Sites .	3
CO3	Q 6	Examine the Impact of Citizen Journalism And "Transparency" On Corporate Communications Practice	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course EVENT AND BRAND MANAGEMENT /JMC 314 is level 2 for the academic year 2019-20.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : WEB DESIGNING
Course Code : JMC 315, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA (J&MC) III Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students with the understanding of web designing process and different designs, principles and life cycle of digital and print production process.

B. Course Outcomes: At the end of the course, students will be able to:
JMC315.1. Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.
JMC315.2. Study the history of graphic design to the present era.
JMC315.3. Study the layout theory applied to digital and print production.
JMC315.4. Understand the mechanics, principles, and life cycle of the digital publishing process.
JMC315.5. Understand the Web Designing production process

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Story of Design and Introduction of Layout	**30%**
• What Is Design, Introduction to Design • Role of Design in Society, Impact/Function of Design • Indigenous Design Practices, Role of Design in the Changing Social Scenario. • Role and Responsibility of Designers, Types of Layout.	
Module II Digital Publication	**40%**
• Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings; • Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, • Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation. • Creating Effects for Presentation, Creating Interactive Mood Board, • Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash • In-Design to Flash Production Concept.	
Module III Print Production Essentials	**30%**
• Digital Printing and Types of Digital Printing Devices, • Types of Jobs That Are Appropriate for Digital Printing, • Digital Consideration, Digital Colour, Large- • Format Output, Variable Data	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Harrower, 2008, the Newspaper Designer's Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Graphic Design, Allworth Press
- Drucker, McVarish, 2008, Graphic Design History: A Critical Guide, Pearson

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding	Mode of Assessing CO

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			g CO	
1	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
2	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
3	What Is Design, Introduction to Design.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
4	What Is Design, Introduction to Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
5	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
6	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
7	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
8	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
9	Role and Responsibility of Designers	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
10	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
11	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
12	Digital Publication	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
13	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
14	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
15	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
16	The Basic Terms For Newspaper:	Lecture	JMC 315.2	Mid Term-1

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	Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;			Quiz & End Sem Exam
17	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
18	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
19	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
20	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
21	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
22	Creating Effects for Presentation, Creating Interactive Mood Board	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
23	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
24	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
25	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
27	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

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28	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
29	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
30	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
31	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
32	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
33	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
34	Types of Jobs That Are Appropriate for Digital Printing	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
35	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
36	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO	PO	PO	PO	PO	PO	PO	PO	PO	PO10	PS	PS	PS

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		1	2	3	4	5	6	7	8	9		O 1	O 2	O 3
JMC 315.1	Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 315.2	Study the history of graphic design to the present era.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 315.3	Study the layout theory applied to digital and print production.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 315.4	Understand the mechanics, principles, and life cycle of the digital publishing process.	1	2	2	1	3	3	1	2	2				
JMC 315.5	Understand the Web Designing production process	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM-III) 2019-20						
Class: MA(J&MC) III Semester						
Subject Name: JMC 315 WEB DESIGNING		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Understand the communication process CO2: Learn about different Models and Theories of Communication						

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CO Map	Question No.	Question	Marks
CO1	Q.1	Explain types of layouts in web designing.	3
CO1	Q.2a	Write about the role of design in changing social scenario.	3
	Q.2b	What are the basic factors required for creating a digital portfolio?	3
CO1	Q.3	Define Pull-quotes and Mood-boards with suitable example.	6
CO2	Q.4	Write short notes on (a) Master-head & (b) Jump lines used in newspaper.	3
CO2	Q.5a	Explain Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	3
	Q.5b	Explain Digital Printing and Types of Digital Printing Devices.	3
CO2	Q6	Explain the types of Jobs that are appropriate for Digital Printing	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **WEB DESIGNING** /Course code ***JMC 315*** is level **2** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Anchoring & Newsroom Practices
Course Code : JMC 316 , Credits : 3 Session : 2019-20 Class : MA J&MC III
Faculty Name : Manish Dubey

A. **Introduction:** "Anchoring & Newsroom Practices" hones students' skills in news presentation and newsroom operations, focusing on the dynamic world of broadcast journalism. Participants will master the art of credible news delivery while gaining insights into newsroom dynamics, editorial processes, and collaborative practices.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC 316.1. Understand How to Read News
JMC 316.2. Analyze Different Art of Anchoring
JMC 316.3. Identify, implement and evolve strategies for Newsroom Practices
JMC 316.4. Enable students to have indepth learning about Working of Newsroom
JMC 316.5 Understand planning and crisis management of media industry

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I How to Read	**35%**
Descriptors/Topics Diction, Pronunciation, Style, Grammar, Voice Modulation Appearance, Command Over Language, Understand What You Say, Difference Between a Live and Recorded Programme Anchoring, Challenges Of a Live Bulletin	
Module II Art of Anchoring	
Descriptors/Topics Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show,	

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Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	**30%**
Module III Newsroom Practices	**35%**
Descriptors/Topics TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, Desk Output: Rundown, Ticker, Planning, Prep, Video Editing, Graphics, PCR: Switcher, Sound, Play Out, CG, Teleprompter MCR: Scheduling of Programmes, Scheduling of Advertisements, Time Management, Content Crisis Management, Collecting Information, Shots and Bytes/ Counter Bytes, On Location Shoot, PTC's: Definition, Concept, Types, Requirement, LIVE: Deferred, On Location, Actual, Impact on Viewers, Team Involved	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- The Broadcast Journalism Handbook: A Television News Survival Guid By Robert Thompson, Cindy Malone
- News Casting in Electronic Media, by Mohan Sundara Rajan
- On Camera : How to Report Anchor and Interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public

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Relations by Tony Silvia, Terry Anzur

- Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

References

- The ABC of News Anchoring By Richa Jain Kalra
- Watching Various International/National News Channels regularly

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Diction, Pronunciation, Style	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
2	Grammar, Voice Modulation	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
3	Appearance, Command Over Language	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
4	Understand What You Say, Difference Between a Live and Recorded Programme Anchoring	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
5	Challenges Of a Live Bulletin	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
6	Anchoring for Various Formats	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
8	Anchoring for Various Formats	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
9	Interviews: One to One	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
10	News Journal, Celebrity, Political, Reality Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
12	Danger Shows, Award Function, Entertainment Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
13	Film Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
14	Celebrity, Box Office Review	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
15	Film Gossips	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam

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16	Sports or Business Show Match Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
17	Player Review	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
18	Digital Native	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
19	Post Match PC	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
20	Match Analyses	Lecture	JMC 316.1	Mid Term-1, Quiz & End Sem Exam
21	Sensex, Nifty	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
22	Real Estate, Shares	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
23	Documentary	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
24	On Location, Description of Location	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
25	Show, News Bulletin Knowledge of Daily News	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
26	Talk Shows: Political, Business	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
27	Applications, laws and Ethics	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
28	Entertainment, Current Affairs	Lecture	JMC 316.5	Mid Term-2, Quiz & End Sem Exam
29	TV Newsroom Structure	Lecture	JMC 316.4	Quiz & End Sem Exam
30	Process of Broadcast of a News Report	Lecture	JMC 316.4	Quiz & End Sem Exam
31	INGEST: Feed, FTP, Video Editing, Graphics, PCR	Lecture	JMC 316.5	Quiz & End Sem Exam
32	Recording, Desk Output	Lecture	JMC 316.5	Quiz & End Sem Exam
33	Rundown, Ticker, Planning, Prep	Lecture	JMC 316.5	Quiz & End Sem Exam

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34	Content Crisis Management	Lecture	JMC 316.4	Quiz & End Sem Exam
35	Actual, Impact on Viewers, Team Involved	Lecture	JMC 316.5	Quiz & End Sem Exam
36	Switcher, Sound, Play Out, CG, Teleprompter	Lecture	JMC 316.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 316.1.	Understand How to Read News	3	3	1	3	1				2		2	1			
JMC 316.2.	Analyze Different Art of Anchoring	3	2	2	2	2				2		1	1			
JMC 316.3.	Identify, implement and evolve strategies for Newsroom Practices	3	2	2	2	2				3		3	1			
JMC 316.4.	Enable students to have indepth learning about Working of Newsroom	3	3	2	3	2				1		2	1			
JMC 316.5	Understand planning and crisis management of media industry	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2019-20						
Class: MA J&MC Anchoring & Newsroom Practices III Semester						
Subject Name: **Anchoring and News Room Practices**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is good diction important in anchoring?	6
CO1	Q.2	How does an anchor's appearance contribute to program success?	6
	Q.3	What challenges do anchors face during live broadcasts?	6
CO1	Q.4	How does anchoring differ in celebrity interviews compared to political interviews?	6
CO2	Q.5	Name two techniques for effective voice modulation in news anchoring.	6
CO2	Q.6	Identify challenges in anchoring talent shows and briefly explain.	6
	Q.7	What's crucial when anchoring sports shows, especially in post-match analyses?	10
CO2	Q.8	Differentiate between traditional and modern approaches to study Political Science.	10
CO3	Q.9	Explain why diction and style are important in communication.	10
CO3	Q.10	Briefly describe the stages of a newsroom workflow from information intake to broadcast.	20

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Anchoring & Newsroom Practices*** /Course code ***JMC 316*** is level **3** for the academic year 2019-20.

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Amity School of Communication	
Course Handout	
Course Name : Media Laws & Ethics	
Course Code : JMC 317	**Crédits :** 03
Session : 2019-20 (Odd Sem.),	**Class :** MA (J&MC). 2nd Year
Faculty Name : Dr. Adhirit Chandra Pati Tripathi	

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: At the end of the course, students will be able to:

JMC317.1. To introduce students to ethical issues and legal restraints placed upon media.

JMC317.2. To discuss the conflicting traditions of a free but regulated mass media.

JMC317.3. To describe the various media laws.

JMC317.4. To understand the context and framework of media regulation in India.

JMC317.5. To discuss the issues arising from regulation of the media.

JMC317.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and
International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information
Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)
Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam

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4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam

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23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix

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E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES												
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 317.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	-	-	-
JMC 317.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	-	-	-
JMC 317.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	-	-	-
JMC 317.4.	To understand the context and framework of media regulation in India													
JMC 317.5.	To discuss the issues arising from regulation of the media													
JMC 317.6.	To locate the role of various stakeholders in content regulation of the media													

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Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2019-20						
Class: MA(J&MC) III Semester						
Subject Name: Media Ethics & Law JMC 317		**Time: 1.5Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5. a	Q.5.b

Student will be able to

CO1: Understanding the role of press in a democratic society.

CO2: Learn about the fundamental rights along with articles mentioned in the constitution.

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Laws & Ethics /Course code ***JMC 317*** is level **3** for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Media Economics
Course Code : JMC 318, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:

JMC318.1. Enable students to understand the various nuances of related to Media Economics

JMC318.2. Help students to analyse the various Media Ownership Patterns

JMC318.3. Enable students to strengthen their knowledge about the Media Business

JMC318.4. understand the concept of ownership with regards to different media outlets

***JMC318*.5.** Understand the Production and functioning of media networks

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Basics of Media Economics	**20%**
Descriptors/Topics An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply, Types of Media Markets, New Trends in Media Industry	
Module II Structure and Change	**20%**
Descriptors/Topics Indian Media Industry: Organisation Structure and Challenges, The Economics of International Media, Global Media Conglomerate, Diversification for Business Development- Examples from Various Media Houses	
Module III Media Ownership	

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Descriptors/Topics Media, Markets and Public Spheres, How Business Strategy Shapes Media Content, How Media Business Influences Society, Ownership and Control, Contemporary Start up Culture in Indian Scenario, Organizations related to Media Industry- WanIfra, INS, Editors' Guild etc.	**30%**
Module IV Media Networks, Associations and Guilds	**30%**
Descriptors/Topics The Broadcast Television Networks, Contemporary Radio Industry : Revenue Generation and Challenges, Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach, Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Potter, W. J. (2013). Media Literacy. Sage Publications
- Doyle, G. (2013). Understanding Media Economics. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). Understanding Ethnic Media: Producers, Consumers, and Societies, Sage
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002) Media economics. John Wiley & Sons, Ltd.

References

- Various Business Magazines like Economic & Political Weekly, Economist etc
- Daily Business Newspapers
- Business News and Media Analysis Websites

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Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

G. Prectical Plan

Prectical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
2	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
3	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
4	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
5	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
6	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
7	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
8	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
9	New Trends in Media Industry	Lecture	JMC411.2	Project & Viva
10	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
11	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
12	The Economics of International Media,	Lecture	JMC411.2	Project & Viva
13	The Economics of International Media,	Lecture	JMC411.2	Project & Viva

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14	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
15	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
16	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
17	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
18	Examples from Various Media Houses	Lecture	JMC411.3	Project & Viva
19	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
20	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
21	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
22	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
23	Ownership and Control	Lecture	JMC411.3	Project & Viva
24	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
25	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
26	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
27	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
28	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
29	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
30	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.3	Project & Viva
31	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.4	Project & Viva
32	Online Media : Concept of	Lecture	JMC411.4	Project &

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	Online Profit Making via YouTube and Social Media			Viva
33	Online Media : Concept of Online Profit Making via YouTube and Social Media	Lecture	JMC411.4	Project & Viva
34	Organic and Inorganic Reach	Lecture	JMC411.5	Project & Viva
35	Concept of Pay Per Click, Social Media Advertising	Lecture	JMC411.5	Project & Viva
36	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC411.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 318.1	Enable students to understand the various nuances of related to Media Economics	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.2	Help students to analyse the various Media Ownership Patterns	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.3	Enable students to strengthen their knowledge about the Media Business	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.4	Understand the Production *and functioning of media networks*	1	1	1	1	-	-	-	-	-	-	**1**	-	-

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JMC 318.5	Understand Production Process	1	1	1	1	-	-	-	-	-	-	**1**	-	-

Amity School of Communication MID-SEMESTER(SEM-III) 2019-20						
Class: MAJMC III Sem						
Subject Name: JMC 318 Media Economics		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: Enable students to understand the various nuances of related to Media Economics CO2: Help students to analyse the various Media Ownership Patterns						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is media economics?	3
CO1	Q.2a	What do you understand by supply and demand?	3
	Q.2b	What are different types of media market/	3
CO2	Q.3	What do you understand by organizational structure	6
CO2	Q.4	Shed some light on Indian economics	3
CO2	Q.5a	What is diversification of business	3
	Q.5b	How global media conglomerate operates	3
CO2	Q6	What are the challenges faced by media organization?	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Economics**/Course code ***JMC 318*** is level 3 for the academic year 2019-20.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Film Appreciation
Course Code : JMC 411, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Siddharth Sharma

A. Introduction: This course focuses on the basics of filmmaking and cinema techniques The ability to analyse and put film studies in proper perspective will be intended during the course. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

B. Course Outcomes: At the end of the course, students will be able to:

JMC411.1. Students are introduced to the principles and methodology of filmmaking

JMC411.2. They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

JMC411.3 Documentary realism will be pitted against mainstream commercial film genres.

JMC*411*.4 Students will learn about different film genres and the difference between them

JMC*411*.5: Students will learn about the global cinema and will produce short films.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Modules	**Weightage (%)**
Module I Film Production	
Descriptors/Topics Development stage, Pre-production, Production, Post Production, Distribution, promotion & Release **Scriptwriting:** Narrative Composition: 3 plot structure, Characterization & Dramatic Structure, Scriptwriting formats, step outline & shot break down	**30%**

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Screen Play, Storyboarding & shooting script., Script selection, Writing proposal **Production:** Key members of film production unit, Role of producer & director, Role of production manager, Budgeting & budgeting formats, Scheduling & Reece, Casting and source of casting	
Module II **Camera,** **Lighting and** **Editing**	**30%**
Descriptors/Topics Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Color Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	
Module III Documentaries Film Making and Marketing of Film	**20%**
Descriptors/Topics Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	
Module IV Film Genre	**20%**
Descriptors/Topics Film Genres: Types, Categories, Classifications or Groups of Films General Ideas on Art Theory as a Consumer Habit as Audience Sound and Aesthetics of Sound	

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %

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Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

Television Production Handbook; Zettl, Herbert

- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

E. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Film Production	Lecture	**JMC*41.1***	Mid Term-1, Quiz & End Sem Exam
2	Development Stage, Pre-Production,	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam

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3	Production, Post Production,	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
4	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
5	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
6	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
7	Scriptwriting Formats, Step Outline & Shot Break Downigital Media and Virtual Reality	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
8	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
9	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
10	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
11	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
12	Scheduling & Reece, Casting and Source of Casting Camera, Lighting and Editing	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
13	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
14	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
15	White Balance & Colour Temperature, Lighting in Films,	Lecture	JMC 411.2	Mid Term-1, Quiz & End

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	Linear & Non-Linear Editing,			Sem Exam
16	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
17	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
18	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
19	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
20	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
21	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
22	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
23	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
24	Basics Operations of Final Cut Pro	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
25	Documentaries Film Making and Marketing of Film	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
27	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
28	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
29	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
30	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam

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31	(Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
32	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
33	Film Genres:	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
34	Types, Categories, Classifications or Groups of Films	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
35	General Ideas on Art Theory as a Consumer Habit as Audience	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
36	Sound and Aesthetics of Sound	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC411.1	Students are introduced to principles and methodology of	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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	filmmaking													
JMC4 11.2	*They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.*	-	2	1	1	-	1	-	-	-	1	**3**	**-**	**-**
JMC4 11.3	*Documentary realism will be pitted against mainstream commercial film genres.*	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**
JMC4 11.4	Students will learn about different film genres and the differences between them	-	2	1	1	-	1	-	-	-	1	**3**	**-**	**-**
JMC4 11.5	Students will learn about the global cinema and will produce short films.	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –IV) 2019-20						
Class: MA(J&MC) III Semester						
Subject Name: JMC 411 Film Appreciation		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: Students are introduced to principles and methodology of						

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filmmaking

CO 2They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Film Appreciation** /Course code ***JMC 411*** is level 3 for the academic year 2019-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media Analysis and Current Affairs
Course Code : JMC 412. Crédits : 3, Session : 2019-20 (EVEN), Class JMC 4th Semester
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-412.1-Students will select the Language of news and fundamentals and content
- JMC-412.2-Students will understand the relationship between theory and practice
- JMC-412.3- Students will be classifying various fascinating aspects of current affairs and news
- JMC-412.4-Students will be able to define the crucial fine points that make Cine
- JMC-412.5-To create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and

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skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

	Wei
Module I Overview	**20%**
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	**20%**
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	

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Module III Global Economic Trends and Issues	**20%**
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	**20%**
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Lab/ Practicals details, if applicable: List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
- Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
2	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
3	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
4	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
5	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
6	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam

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	on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News			
7	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
8	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
9	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
10	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
11	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam

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12	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
13	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
14	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
15	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
16	Classroom Discussions on National and International	Lecture	JMC 412.2	Mid Term-1, Quiz &

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	News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			End Sem Exam
17	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
18	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
19	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
20	Classroom Discussions on National and International News Comparative Analysis of News Treatment in	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam

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	Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			
21	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
22	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
23	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam

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	Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
24	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
25	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
26	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion;	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam

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	The Asian Development Bank; World Economic Forum			
27	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
28	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
29	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam

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30	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
31	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
32	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
33	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
34	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
35	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
36	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Theory	JMC 412.5	Mid Term-2, Quiz & End Sem Exam

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I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 412.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		2	1	**3**	**2**	**1**

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JMC 412.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		1	1	**2**	**3**	**3**
JMC 412.3	Students will be classify various fascinating aspects of current affairs and news	3	2	2	2	2				3		3	1	**3**	**3**	**3**
JMC 412.4	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		2	1	**3**	**2**	**1**
JMC 412.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		2	1	**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2019-20						
Class: MAJMC-IV Semester						
Subject Name: JMC-412 CURRENT AFFAIRS AND MEDIA ANALYSIS		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Analysis and Current Affairs /Course code ***JMC 412*** is level **3** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Communication Théories and Model
Course Code : JMC 101, Crédits : 3, Session : 2020-21 (Odd), Class BAJMC Ist Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- JMC-101.1- Students will gain a profound grasp of key concepts in communication and mass communication, providing a solid foundation for analyzing and interpreting diverse communication phenomena.
- JMC-101.2- The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication.
- JMC-101.3- They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.
- JMC-101.4- This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts
- JMC-101.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Introduction to Communication and Mass Communication	**25 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Models and Theories	**30%**
Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification; Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach,Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario; Application of communication models,examples and case studies.	
Module III: Traditional Media	**20 %**

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Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	
Module IV: New Trends in Mass Communication	**25 %**
Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations, Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, New Media Technology: Concept & Scope	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	0	05	10	10	

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

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E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Communication: Concept, Definition, Elements;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
4	Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
5	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
6	Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
7	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication.	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam

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	Importance of mass communication,			
8	Process and elements of communications;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
9	Levels of communication; Barriers to effective communication;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
10	Future of communication studies; Forms and Functions of communication	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
11	Process and elements of communications;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
12	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
13	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
14	Communication models: Definition; Scope and Purpose of Models; Communication models;	Practical	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
15	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Practical	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
16	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
17	Introduction to traditional	Lecture	JMC	Mid Term-

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	media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art		101.2	1, Quiz & End Sem Exam
18	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
20	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
21	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam

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22	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
23	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
24	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
26	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
27	; Case studies of each	Lecture	JMC	Mid Term-

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	form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario		101.3	2, Quiz & End Sem Exam
28	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
29	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
30	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
31	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
32	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam

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	the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam
35	Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication,	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam
36	Globalization and Mass Media, New Media Technology: Concept & Scope	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 101.1	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
JMC 101.2	The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication interpreting diverse communication phenomena	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
JMC 101.3	Students will interpret the challenges and solutions of the radio industry They will develop the ability to discern and interpret media messages,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	fostering a more informed and discerning perspective. .															
JMC 101.4	This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC 101.5	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2020-21						
Class: BAJMC.I Semester						
Subject Name: JMC 101: Communication Theories and Models		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept from communication theories and provide a real-life example illustrating its application in interpersonal interactions.	3
CO1	Q.2a	Explain the role of media literacy in effectively applying communication theories and models, emphasizing how strong media literacy skills impact the interpretation of mass communication messages.	3
	Q.2b	Analyze the impact of a chosen communication model or theory on shaping media content, focusing on how it influences the creation, reception, and interpretation of messages.	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development.	6
CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	Explore how media literacy enhances the application of communication theories in interpreting mass communication messages.	3
	Q.5b	Identify a specific element in mass communication processes and discuss its role in shaping communication dynamics	3

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CO2	Q 6	Analyze the impact of a chosen communication model or theory on shaping media content and influencing message interpretation.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Theories and Models*** /Course code ***JMC-101*** is level 2 for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : History and Growth of Media in India
Course Code : BJM 102, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : BA (J&MC) II Semester
Faculty Name : Siddharth Sharma

A. **Introduction:** *The course aims at instructing students about History and Mass Media in India. This paper will introduce the students about the different phase of Journalism in India.*
B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC 102.1 Students will able to learn the early stage of media followed by different types of media used in early days.
- JMC 102.2 Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India
- JMC 102.3: Students will be able to describe the history of press in India during the colonial era.
- JMC 102.4: Students will be able to discuss the developments of the press post-independence.
- JMC 102.5: Students will learn the historical aspects of media industry in India.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Course Contents/Syllabus:	Weightage (%)
Module I: Early Stages of Media	
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	**20 %**
Module II: History of Newspapers	
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; The Phase of Political Awakening: Bhartendu Harishchandra, Mahveer Prasad Dwivedi etc.; The Phase of National Movement: Madan Mohan Malviya, Ganesh Shankar Vidyarithi, Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	**30%**
Module III: English & Other Language Press in India	
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, SurendranathBanarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	**20 %**
Module IV: Growth of Media in 20th Century & Current Scenario	
Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, Digitalization, DTH; Brief History of Television, Growth of Television in India & Doordarshan, Advent of Private Channels in India, Present State of TV Journalism in India	**30%**

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- History of Indian Journalism – J. Natrajan, Prakashan Vibhag, 2002
- Journalism in India - Rangaswami Parthasarthy, Sterling Publishers, 2007
- India's Newspaper Revolution, Robin Jeffrey, Oxford, 2000
- Headlines from Hindi Heartland, Savanthy Nanon, Sage Publication, 2007

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G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Oral Traditions of Story-Telling since Early Civilization	*Lecture*	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Traditional Media	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
3	Theatre/Drama,	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
4	*Folk and Tribal Art, Local Fairs*	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Tales & Folklore	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
6	Relationship with the Society	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
7	Innovation of Printing Press	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
8	Music, Dance/Ballads	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
9	Puppetry	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
10	James August Hicky and early Newspapers of Calcutta	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
11	Madras and Bombay; James Silk Buckingham	Lecture	JMC 102.2	Mid Term-1, Quiz &

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				End Sem Exam
12	Role and Contribution; The Phase of Social Awareness	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
13	Raja Ram Mohan Roy, Uddant Martand etc	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom Struggle of 1857 and Role of Indian Press	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
15	The Phase of Political Awakening: Bhartendu Harishchandra	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
16	Mahveer Prasad Dwivedi etc	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
17	The Phase of National Movement: Madan Mohan Malviya	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
18	Ganesh Shankar Vidyarithi	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
19	Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
20	Important English News Papers and Their Contributions	Lecture	JMC 102.3	Mid Term-1, Quiz & End Sem Exam
21	Prominent Journalists :Sri Arbindo	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
22	Mahatma Gandhi, Shishir Kumar Ghosh	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
23	Surendranath Banarjee, Sadanand	Lecture	JMC 102.3	Presentation, Quiz & End

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				Sem Exam
24	English Press and Freedom Struggle	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
25	Other Indian Language Journalism	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
26	An Overview: Bangla, Marathi	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
27	An Overview: Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
28	Nehru Era and the Transition Phase (1947-1974),	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
29	Indian Press during Emergency and thereafter (1975-1990)	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
30	Era of Globalization and Indian Press (1991 onwards)	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
31	Citizen Journalism, Social Media, Convergence and Co-existence	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
32	History of Radio, Current Trends in Radio: FM Broadcasting	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
33	Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
34	Digitalization, DTH; Brief History of Television	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
35	Growth of Television in India & Doordarshan, Advent of Private Channels in India	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
36	Present State of TV	Lecture	JMC	Presentation

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	Journalism in India		102.5	on, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group cutting of historical papers and historical broadcast of Indian radios.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 102.1	Students will able to learn the early stage of media followed by different types of media used in early days.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
JMC 102.2	Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India.	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-
JMC 102.3	Students will be able to describe the history of press in India during the colonial era.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
JMC 102.4	Students will be able to discuss the developments of the press post	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-

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	independence															
JMC 105.5	Students will learn the historical aspects of media industry in India.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM-I) 2020-21						
Class: BAJMC- 1st semester						
Subject Name: JMC 102: History and Growth of Media in India		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: Students will able to learn the early stage of media followed by different types of media used in early days.CO2: Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India. .						

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss different types of media used in early ages.	3
CO1	Q.2a	How does the editorial department operate in a newspaper?	3
	Q.2b	Address the innovation of printing press and its affect on development of Newspaper.	3
CO2	Q.3	Discuss the role of newspapers before the independence era	6
CO2	Q.4	Discuss the contribution of different leaders who worked for the upliftment of press.	3
CO2	Q.5a	What do you understand about The Press Commission?. Also discuss their recommendations	3
	Q.5b	What do you understand by the phase of social awareness?	3
CO2	Q 6	Briefly discuss the freedom struggle of 1857 and the	6

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		role of media in that.	

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***History and Growth of Media*** /Course code ***JMC 102*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Fundamentals of Advertising
Course Code : JMC 103 Crédits : 03 Session : 2020-21, Class : BAJMC Semester Ist
Faculty Name : Dhruv Sabharwal

A. Introduction: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 103 .1.Identify and define the advertising concepts
JMC 103 .2. Review the advertising media.
JMC 103 .3. Analyze the Indian advertising scenario.
JMC 103 .4. Distinguish between advertising and marketing.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

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[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus: Paste Syllabus of your course

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Module I Introduction to Advertising	Weightage
Concept of advertising: Definitions and Meaning; Evolution and development of advertising; Advertising process and its participants; Functions of advertising ; AIDA, DAGMAR; Overview and scope of advertising industry in India; AD Terminology	**30%**
Module II Advertising as a component of marketing	
Concept of Integrated Marketing Communication (IMC); Marketing Plan Advertising and its relationship with other tools of marketing; Introduction to STP	**25%**
Module III Classification of advertising	
Advertising Media (ATL,BTL); Classification on the basis of: Audience, Media, Advertiser and Area; Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising	**30%**
Module IV Social, Legal and ethical aspects of Advertising	
Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954; Cable Television Network Act; Patents Act, 1970; Drugs & Cosmetics Act, 1940; Emblems & Names Act, 1950; Trademarks Act, 1999; Copyright Act, 1957; Indecent Representation of Women Act, 1986; Prasar Bharti Act, 1990	**15%**

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, OxfordUniversity Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' TataMc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "*Integrated Advertisements, Promotion and Marketingcommunication*", Prentice Hall of India, New Delhi, 2003.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
2	Different Definitions and meaning	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
3	Evolution and development of advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
4	Advertising process and its participants	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
5	Function of Advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
6	AIDA and DAGMAR	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
7	Overview and Scope of advertising industry in India	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
8	Ad terminology	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
9	Concept of Integrated Marketing Communication.	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
10	Uses of IMC in ad world	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
11	Marketing Plan Advertising	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
12	Marketing plan Advertising and its relationship with other tools of marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
13	Introduction to STP	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem

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				Exam
14	How to use advertising as a tool of marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
15	Case study related to Marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
17	Advertising in Digital World	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
18	Case Studies	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Marketing Concept	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
20	ATL, BTL	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
21	Classification on the basis of: Audience,	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
22	Classification on the basis of: Advertiser	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
23	Classification on the basis of: Media	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
24	Special purpose advertising: Green advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
25	Advocacy advertising, Comparative advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
26	Generic advertising, Public Service advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
27	Corporate Image Advertising, Covert Advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
28	Surrogate Advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam

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29	Advertising and Social Responsibility	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
30	Self Regulatory system for control on advertising in India (ASCI)	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
31	ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
32	Emblems & Names Act, 1950; Trademarks Act, 1999	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
33	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
34	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
35	Prasar Bharti Act, 1990	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
36	Legal Ethics in advertising	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC 103 .1	Identify and define the advertising concepts	3	3	1	3	1				2		2	1

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JMC 103 .2	Review the advertising media.	3	2	2	2	2				2		1	1
JMC 103 .3	Analyze the Indian advertising scenario.	3	2	2	2	2				3		3	1
JMC 103 .4	Distinguish between advertising and marketing.	3	3	2	3	2				1		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2020-21						
Class: BAJMC 1 Semester						
Subject Name: JMC 103 Fundamentals of Advertising		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the term Advertising, Discuss its evolution and development.	3
CO1	Q.2a	What do you understand by AIDA, DAGMAR?	3
	Q.2 b	Discuss the relation of ads with other mediums.	3
CO2	Q.3	What do you understand by IMC	6

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CO2	Q.4	Discuss the scope of advertising in India.	3
CO2	Q.5a	What do you understand by ATL and BTL?	3
	Q.5 b	What are different types of advertising	3
CO2	Q 6	Make an ad campaign for any Indian Ad.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **FUNDAMENTALS OF ADVERTISING** /Course code ***JMC 103*** is level **2** for the academic year 2020-21.

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Course Handout
Course Name : Fundamentals of Print Journalism
Course Code : JMC 104, Crédits: 2 Session : 2020-21 Class : BA J&MC I
Faculty Name : Satnaam Singh

A. Introduction: "Fundamentals of Print Journalism is a comprehensive course that delves into the core principles of print media, equipping students with essential skills in news writing, reporting, and editing. Through practical insights and theoretical foundations, this course provides a solid foundation for aspiring journalists navigating the dynamic landscape of print journalism."

B. Course Outcomes: At the end of the course, students will be able to:

JMC 104.1 Enable students to understand basic concepts of news and the news process.
JMC 104.2 Help students to understand print media industry from a journalistic perspective
JMC 104.3 Help students to analyses about the current scenario and scope of media industry in India.
JMC 104.4 Equip students with the ability to craft clear, concise, and compelling news stories adhering to journalistic standards.
JMC 104.5 Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Course Contents/Syllabus:

Course Contents/Syllabus:	Weightage
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
- Garcia, Mario R(1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.

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- Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associate Press, USA.
- George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi
- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers.
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	News: Meaning, Definition, Nature	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
2	News: Meaning, Definition, Nature	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
3	News Value	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
4	Basic elements of News	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
5	Hard and Soft News	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
6	Organizing the news structure	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
7	5 Ws & I H	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
8	Inverted Pyramid	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
9	The news process	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
10	from the event to the reader (360 degrees news)	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
11	objectivity (bias) and subjectivity	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
12	News Sources	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
13	Credibility	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the news angle (Understanding the audience) Crafting the body	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
15	Writing the ending	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
16	News formats	Lecture	JMC	Mid Term-1,

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			104.4	Quiz & End Sem Exam
17	Interpretative, Investigative	Lecture	JMC 104.4	Mid Term-1, Quiz & End Sem Exam
18	Sources of Information Interviewing	Lecture	JMC 104.5	Mid Term-1, Quiz & End Sem Exam
19	Process & Skills	Lecture	JMC 104.4	Mid Term-1, Quiz & End Sem Exam
20	Research for Interviews	Lecture	JMC 104.5	Mid Term-1, Quiz & End Sem Exam
21	Changing practices- speed, circulation and viral networking	Lecture	JMC 104.4	Mid Term-2, Quiz & End Sem Exam
22	Basic journalism terminology	Lecture	JMC 104.3	Mid Term-2, Quiz & End Sem Exam
23	The Newspaper organization	Lecture	JMC 104.1	Mid Term-2, Quiz & End Sem Exam
24	Various departments and their role	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
25	The editorial set-up	Lecture	JMC 104.1	Mid Term-2, Quiz & End Sem Exam
26	Role and responsibility of journalists	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
27	Role of sub-editors	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
28	Equation between reporters and sub-editors	Lecture	JMC 104.3	Mid Term-2, Quiz & End Sem Exam
29	Basics of editing	Lecture	JMC 104.2	Quiz & End Sem Exam
30	Meaning, Purposes, Symbols, Tools, Lead, body, Paragraphing	Lecture	JMC 104.1	Quiz & End Sem Exam
31	Grammar & Punctuation;	Lecture	JMC 104.	Quiz & End Sem Exam
32	Proof Reading; Headline /writing.	Lecture	JMC 104.2	Quiz & End Sem Exam
33	Daily National and	Lecture	JMC	Quiz & End Sem

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	International News (newspapers, radio & TV);		104.2	Exam
34	Background of Important news;	Lecture	JMC 104.3	Quiz & End Sem Exam
35	Thumbnail sketches of chief personalities figuring in current news reports;	Lecture	JMC 104.4	Quiz & End Sem Exam
36	Analyzing daily Current News	Lecture	JMC 104.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 104.1.	Enable students to understand basic concepts of news and the news process.	3	3	1	3	1				2		2	1	2	2	1
JMC 104.2.	Help students to understand print media industry from a journalistic perspective	3	2	2	2	2				2		1	1	2	1	1
JMC 104.3.	Help students to analyses about the current scenario and scope of media industry in India.	3	2	2	2	2				3		3	1	3	3	1
JMC 104.4.	Equip students with the ability to craft clear, concise, and compelling news stories	3	3	2	3	2				1		2	1	1	2	1

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	adhering to journalistic standards.															
JMC 104.5	Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.	2	2	1	2	3				2		2	1	2	1	2

Sample Question Paper

Sample Amity School of Communication 2020-21						
Class: BA J&MC **Fundamentals of Print Journalism** I Semester						
Subject Name: **Fundamentals of Print Journalism**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define news and discuss its essential characteristics.	6
CO1	Q.2	Identify the news value and outline the basic elements of news.	6
	Q.3	Explain the organization of news using the 5 Ws & 1 H and the concept of the inverted	6

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		pyramid.	
CO1	Q.4	Describe the process of writing an effective lead in news journalism.	6
CO2	Q.5	Explain how journalists decide on the news angle and the importance of understanding the audience.	6
CO2	Q.6	Define basic journalism terminology and discuss the structure of a newspaper organization.	6
	Q.7	Discuss the process and skills involved in conducting interviews, including research.	10
CO2	Q.8	Explore how changing practices, including speed, circulation, and viral networking, impact news reporting.	10
CO3	Q.9	Describe the process of proofreading and discuss the techniques for writing effective headlines.	10
CO3	Q.10	Analyze the relevance and importance of daily national and international news. Discuss the background of significant news and key personalities.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Print Journalism**/Course code ***JMC 104*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to Visual Communication
Course Code : JMC 105, Crédits : 02, Session : 2020-21 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: *Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon*

B. Course Outcomes: At the end of the course, students will be able to:

- JMC105.1: The students would be able to understand Visual communication as an integral part of human communication.
- JMC105.2: Students will learn the basic of visual communication with respect to different mediums and their usage.
- JMC105.3: students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.
- JMC105.4: students will learn about different theories related to visual communication.
- JMC105.5: Students will thee understand the application of index and symbols in daily life.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

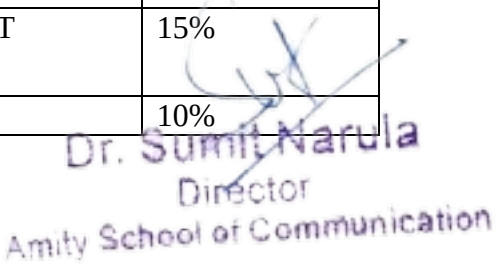
[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%



Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Module I: Introduction to Visual Communication	**Weightage**
)efining an image and visual communication (VC), VC as integral part of human communication, Human Vision and 2 dimensional images, uman beings have highly developed seeing rather than hearing abilities , Historical trends and developments: from painting, installation art; sual Information: how human body receives information: senses, brain, stimuli, heart, and body parts	**35%**
Module II: Basics of Visual Communication	**35%**
ontemporary applications: Cartography, Spatial analysis, Graphics, Visual Perception and Analytics, Advertising, Politics, Entertainment, Business etc; edium: digital, paper, electronic, mobile communication; Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc; Principles of design: contrast, harmony, proportion, balance, and movement.	
Module III: Power, Visual Representation & Society	**30%**
estalt and principals of gestalts; Semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, Intellect, and the Mind; Concept of Gaze: Desire, Voyeurism, Critique of Male Gaze, and interactive gaze, Masculine and Feminine Identities; xperience of Images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images: video's sensation, dreams, and Manipulation; Film's logic and rhetoric; Advertising image's shock and seduction; Political image's public image, Public relations, and Propaganda; and Media image's persuasion and violence	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

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F. Suggested Text/Reference Books:

Text Reading:

- Lester, E (2000) Visual Communication: Image with messages.
- Visual Elements of Arts and Design (1989) Longman Porter.
  Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining an image and visual communication (VC)	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
2	VC as integral part of human communication	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
3	Human Vision and 2 dimensional images	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
4	Human beings have highly developed seeing rather than hearing abilities	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
5	Historical trends and developments: from painting	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
6	installation art, Visual Information	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
7	how human body receives information	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
8	senses, brain, stimuli, heart, and body parts	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
9	Contemporary applications: cartography, spatial analysis	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
10	graphics, visual perception and analytics	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
11	advertising, politics, entertainment, business	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
12	Medium: digital, paper,	Lecture	JMC105.2	Mid Term-1,

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	electronic			Quiz & End Sem Exam
13	mobile communication; Elements: line, shape, colour, space	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
14	form, depth, texture, light & shade, dimension, grey-scale, interactions of elements	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
15	continuity, and & proximity etc; Principles of design: contrast	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
16	harmony, proportion, balance, and movement	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
17	Gestalt and principals of gestalts; Semiotics and cognitive	Lecture	JMC105.3	Presentation, Quiz & End Sem
18	which are perceptual, are more advanced modern theories that involve signs	Lecture	JMC105.3	Presentation, Quiz & End Sem
19	intellect, and the mind; Concept of gaze: desire, voyeurism	Lecture	JMC105.4	Presentation, Quiz & End Sem
20	critique of male gaze, and interactive gaze, masculine and feminine identities	Lecture	JMC105.4	Presentation, Quiz & End Sem
21	Experience of images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images	Lecture	JMC105.4	Presentation, Quiz & End Sem Exam
22	video's sensation, dreams, and manipulation; film's logic and rhetoric	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam
23	advertising image's shock and seduction; political image's public image,	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam
24	public relations, and propaganda; and media image's persuasion and violence	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching

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aids such as case studies, practical exercises, screenings, and reading group, historical news articles.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 105.1	The students would be able to understand Visual communication as an integral part of human communication.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
JMC 105.2	Students will learn the basic of visual communication with respect to different mediums and their usage.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
JMC 105.3	students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
JMC 105.4	students will learn about different theories related to visual communication.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
JMC 105.5	Students will thee understand the application of index and symbols in daily life.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**

Sample Question Paper

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Amity School of Communication I MID-SEMESTER (SEM -1) 2020-21						
Class: BA(JMC) I Semester						
Subject Name: JMC 105 Introduction to Visual Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: The students would be able to understand Visual communication as an integral part of human communication
CO2: Students will learn the basic of visual communication with respect to different mediums and their usage

CO Map	Question No.	Question	Marks
CO 1	Q.1	What do you understand by Visual Communication?	3
CO 1	Q.2a	What do you understand by Cartography?	3
	Q.2b	Define gaze theory.	3
CO 2	Q.3	What are your thoughts on light..	6
CO 2	Q.4	What is the contribution of Charles sanders Peirce and Ferdinand De Saussure on semiotics.	3
CO 2	Q.5a	Define avant-garde theory	3
	Q.5b	Draw a poster of any thriller movie you want to make as a director	3
CO 2	Q 6	Shed some light on the theory of constructivism	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1

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Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Visual Communication*** /Course code ***JMC 105*** is level 3 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course: BAJMC , State and Politics
Course Code : JMC 106, Crédits : 02, Session: 2020-21 (Odd Sem.), Class : BAJMC. 1st Year
Faculty Name : Mr. Ashish Sharma

A. Introduction: This course is meant to examine the dynamic interplay between state institutions and political processes, fostering an understanding of political systems, power structures, and the impact of governance on society and individual rights.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 106.1: Students will be able to identify forms of government, coalitions and alliances

JMC 106.2: Students will be able to analyze political issues in the overall context of the Indian Constitution.

JMC 106.3: Understanding the functioning of different assembly and to understand how their working effect normal people.

JMC 106.4: Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.

JMC 106.5: Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and thejudiciary.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Indian Constitution	**Weightage**
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State	**25%**
Module II: Power and functioning of Democratic Institutions	**25%**
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	**25%**
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	**25%**
Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	

E. Examination Scheme

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Noorani A.G.,.*Constitutional Questions in india The President,Parliament and the States.2002*.Delhi.Oxford University Press
- Basu Durga Das.2009.*Introduction to the Constitution of India*.2011.LexisNexis
- Dhar, P.N. 2001.*Indira Gandhi, The Emergency And Indian Democracy*.USA.Oxford University Press

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- Laxmikanth M.2009.*Indian Polity.* Tata Mcgraw Hill Education Private Limited
- Mehra Ajay and D.D. Khanna.2003.*Political Parties and Party Systems*.Sage India

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic understanding of the Indian political system. Political parties and groups in power at the centre and states Coalition politics	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
2	Major alliances –UPA, NDA, Left, Third Front Multiparty and two-party systems	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
3	Parliamentary versus presidential form of government, federal and unitary government	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
4	Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions,	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
5	political extremism like Maoism and Naxalism, Political defections-anti-defection laws	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
6	Making of Indian Constitution, philosophy, unity in diversity Main features of Constitution, secularism, socialist, democratic, republican	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
7	Main features of preamble, directive principles,	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
8	Key Constitutional terminologies like Bill	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
9	Ordinance etc Key amendments of the Constitution	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam

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10	fundamental rights, citizenship	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
11	Fundamental Duties	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
12	Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
13	legislative councils; Election Commission, powers and structure, model code of conduct, election process	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
14	General elections, midterm election, Constitutional Reforms, Understanding the constituencies	Lecture	JMC 106.4	Mid Term-1, Quiz & End Sem Exam
15	President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
16	Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
17	Governor-powers, functions, responsibilities, relations with Central govt.	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
18	State Governments, chief ministers and state council of minister	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
19	Centre-state relations	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
20	Supreme Court, appointment of Chief Justice of India,	Lecture	JMC 106.5	Presentation, Quiz & End Sem Exam
21	Understanding the functioning of High Courts	Lecture	JMC 106.5	Presentation, Quiz & End Sem Exam
22	Session Courts and tribunal court, Different duties of	Lecture	BJM 106.5	Presentation,

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	Judiciaries			Quiz & End Sem Exam
23	Judicial review, Public Interest Litigation; Writ petitions, High Courts; Judicial Activism	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam
24	Role of Judiciary in Media exposure	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC 106.1	Students will be able to identify forms of government, coalitions and alliances	3	3	1	3	1				2		2	1
JMC 106.2	Students will be able to analyze political issues in the overall context of the Indian Constitution.	3	2	2	2	2				2		1	1
JMC 106.3	Understanding the functioning of different assembly and to understand how their working effect normal people.	3	2	2	2	2				3		3	1

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JMC 106.4	Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.	3	3	2	3	2				1		2	1
JMC 106.5	Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and the judiciary.	2	2	1	2	3				2		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2020-21						
Class: BAJMC I Semester						
Subject Name: JMC 106 State and Politics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of government ministries.	3

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CO1	Q.2a	Discuss the process of electing a prime minister in India?	3
	Q.2 b	What are your thoughts on coalition government?	3
CO2	Q.3	Discuss the importance of constitution in running a democracy.	6
CO2	Q.4	What is the difference between fundamental duties and fundamental rights?	3
CO2	Q.5a	Shed some light on the rights given to journalist by our constitution	3
	Q.5 b	Discuss any 5 articles from our constitution	3
CO2	Q 6	Discuss the power of president in our country.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **STATE AND POLITICS** /Course code ***JMC 106*** is level **1** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course : Digital Skills for Media I
Course Code : JMC 107 Crédits :03 Session : 2020-21 (Odd Sem.) , Class : BAJMC I Sem
Faculty Name : Sanjay Singh Sikarwar

Introduction: The course aims to introduce basic concepts of print. In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

A. **Course Outcomes:** At the end of the course, students will be able to:

JMC 107 .1. Students will understand the basic computer fundamentals.
JMC 107.2. Students will learn the basics of Photoshop and CorelDraw
JMC 107.3. Students will learn the basics of Quark express and Indesign.
JMC 107.4. Evaluate the different ideologies in the field of graphics & editing
JMC 107.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Computer Fundamentals and Ms Office	**Weightage**
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	**40%**
Module II: Introduction to Photoshop	**30%**
Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	

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Module III: Introduction to Adobe In Design	**30%**
Working with In-design, Page design, Newspaper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Lab/ Practicals: Training of Graphics and Animation Software

F. Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**Total**
70 %	**30 %**	**100**

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. **Suggested Text/Reference Books:**

- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Generations	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
2	Basic components of Computer	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
3	Input/output devices	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
4	Memory and other peripherals	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction to Operating System (Windows 10),	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
6	Functions and features of Operating System	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
7	Accessories, Control Panel, Desktop, Windows Explorer	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
8	Ms office Suit, Introduction to word Processing	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
9	MS Word interface, Tools and Menus	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
10	Document editing and formatting, Mail Merge	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
11	MS Excel Interface, Tools and Menus, Creating Spreadsheet	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
12	Use of functions, Charts	Lecture	JMC	Mid Term-1,

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	and Graphs, MS PowerPoint Interface		107.2	Quiz & End Sem Exam
13	Tools and Menus, Creating slides	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
14	inserting multimedia objects	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
15	Transition and Custom Animation	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
16	Delivering, Presentations.	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
17	Introduction to Graphics	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
18	Colours	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
19	Tools and Menus	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
20	models and modes	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
21	Graphic file formats	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
22	Applications	Practical	JMC 107.4	Presentation, Quiz & End Sem Exam
23	Adobe Photoshop Interface	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
24	Tools and Menus, Working with Layers	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
25	Filters, Masking and other tool.	Practical	JMC 107.4	Presentation, Quiz & End Sem Exam
26	Use of Photoshop for Designing and Photo Publishing	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
27	Corel Draw Interface, Tools and Menus	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
28	Working with Corel Draw	Lecture	JMC	Presentation,

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			107.4	Quiz & End Sem Exam
29	Advertisement, Pamphlet	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
30	Brochure, Posters Invitation Card	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
31	Flex Design with the help of Corel Draw	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
32	Flex Design with the help of Photoshop	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
33	Quark Express Interface	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
34	Tools and Menus	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
35	Working with Quark	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
36	Page design	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
37	News paper, Magazine & Advertisement Design	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
38	In-design Interface	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
39	In-design working	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
40	Tools and Menus	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam

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I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 107.1	Students will understand the basic computer fundamentals.	3	3	1	3	1				2		2	1			
JMC 107.2	Students will learn the basics of Photoshop and CorelDraw	3	2	2	2	2				2		1	1			
JMC 107.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
JMC 107.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
JMC 107.5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –I) 2020-21						
Class: BA(J&MC) I Semester						
Subject Name: Digital Skills for Media I JMC107		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the Different designing software and concept.
CO2: Apply different application as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessments the level of Course outcome attainment of the course Digital Skills for Media I /Course code JMC ***107*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Print Media Production
Course Code : JMC 108, Crédits : 02 (P), Session : 2020-21 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Pranav Mishra

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
JMC108.1. In this course students will understand the Print Pre Production.
JMC108.2. In this course students will understand the Print Production.
JMC108.3. In this course students will understand the Print Post Production.
JMC108.4. They will be introduced to the concepts of Print Final Production
JMC108.5. Understand the Print Media Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

Syllabus	Weightage (%)
Module I: Pre Production	**30%**
• News • News writing	
Module II Production	**40%**
• Mast Head • Paging • Advertisement • News Editing	
Module III Post Production	**30%**
• Print Post Production • Software	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	**Practical**	JMC 108.1	Project & Viva
2	Pre Production	**Practical**	JMC 108.1	Project & Viva
3	Pre Production	**Practical**	JMC 108.1	Project & Viva
4	Pre Production	**Practical**	JMC	Project &

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			108.1	Viva
5	Pre Production	**Practical**	JMC 108.1	Project & Viva
6	Pre Production	**Practical**	JMC 108.1	Project & Viva
7	Pre Production	**Practical**	JMC 108.1	Project & Viva
8	Pre Production	**Practical**	JMC 108.1	Project & Viva
9	Pre Production	**Practical**	JMC 108.1	Project & Viva
10	Pre Production	**Practical**	JMC 108.1	Project & Viva
11	Pre Production	**Practical**	JMC 108.1	Project & Viva
12	Pre Production	**Practical**	JMC 108.1	Project & Viva
13	Production	**Practical**	JMC 108.2	Project & Viva
14	Production	**Practical**	JMC 108.2	Project & Viva
15	Production	**Practical**	JMC 108.2	Project & Viva
16	Production	**Practical**	JMC 108.2	Project & Viva
17	Production	**Practical**	JMC 108.2	Project & Viva
18	Production	**Practical**	JMC 108.2	Project & Viva
19	Production	**Practical**	JMC 108.2	Project & Viva
20	Production	**Practical**	JMC 108.2	Project & Viva
21	Production	**Practical**	JMC 108.2	Project & Viva
22	Production	**Practical**	JMC 108.2	Project & Viva
23	Production	**Practical**	JMC 108.3	Project & Viva
24	Production	**Practical**	JMC 108.3	Project & Viva
25	Post Production	**Practical**	JMC 108.3	Project & Viva
26	Post Production	**Practical**	JMC 108.3	Project & Viva
27	Post Production	**Practical**	JMC 108.3	Project & Viva

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28	Post Production	**Practical**	JMC 108.3	Project & Viva
29	Post Production	**Practical**	JMC 108.3	Project & Viva
30	Post Production	**Practical**	JMC 108.4	Project & Viva
31	Post Production	**Practical**	JMC 108.4	Project & Viva
32	Post Production	**Practical**	JMC 108.4	Project & Viva
33	Post Production	**Practical**	JMC 108.4	Project & Viva
34	Post Production	**Practical**	JMC 108.4	Project & Viva
35	Post Production	**Practical**	JMC 108.4	Project & Viva
36	Post Production	**Practical**	JMC 108.4	Project & Viva
37	Post Production	**Practical**	JMC 108.5	Project & Viva
38	Post Production	**Practical**	JMC 108.5	Project & Viva
39	Post Production	**Practical**	JMC 108.5	Project & Viva
40	Post Production	**Practical**	JMC 108.5	Project & Viva
41	Post Production	**Practical**	JMC 108.5	Project & Viva
42	Post Production	**Practical**	JMC 108.5	Project & Viva
43	Post Production	**Practical**	JMC 108.5	Project & Viva
44	Post Production	**Practical**	JMC 108.5	Project & Viva
45	Post Production	**Practical**	JMC 108.5	Project & Viva
46	Post Production	**Practical**	JMC 108.5	Project & Viva
47	Post Production	**Practical**	JMC 108.5	Project & Viva
48	Post Production	**Practical**	JMC 108.5	Project & Viva

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 108.1	In this course students will understand the Print Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 108.2	In this course students will understand the Print Production.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 108.3	In this course students will understand the Print Post Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 108.4	They will be introduced to the concepts of Print Final Production	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 108.5	Understand Print Media Production Process	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Print Media Production** /Course code ***JMC 108*** is level 2 for the academic year 2020-21.

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Course Handout
Course Name: Specialized Reporting, Writing & Editing
Course Code : JMC 201, Crédits : 3, Session : 2020-21 (EVEN), Class BAJMC 2nd Semester
Faculty Name: Aditya Kumar Shukla

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, and disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning. In addition students will also learn the basics of print media editing

Course Outcomes: At the end of the course, students will be able to:

- JMC-201.1- The course designed to familiarize the students with the concept of various types of features for magazines
- JMC-201.2- The course will empower students to enhance their media literacy skills; the course will help students different leads, the body text and ending.
- JMC-201.3- They will develop the ability to discern and interpret media messages, course will train students to demonstrate interviewing and newsgathering skills
- JMC-201.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to editing skills including proof reading and headline writing
- JMC-201.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: News Gathering	**30 %**
Beat Reporting, Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government, Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections); Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting	
Module II: Investigative Reporting	**20%**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International different languages	
Module III: Feature and Magazine Writing	**30 %**
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, Indepth news analysis; Gossip, diary and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	

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Module IV: Editing	20%
Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

The course will be delivered through a combination of lectures, discussions and practical exercises

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Text Books 1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore. 2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA. 3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA. 4. 4Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi. 5. Westley, Bruce (1980). News Editing (3rd Edition). IBH Publications, New Delhi. 6. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA. 7. Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York. 8. French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

E. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Beat Reporting, Covering a news beat	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Covering local beats	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
4	Education reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting Civic	Lecture	JMC 201.1	Mid Term-1, Quiz &

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	Issues reporting; Covering local			End Sem Exam
6	Covering national level beats	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
7	Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
8	Parliament Reporting (Parliament Structure, reporting on legislature);	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
9	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
10	Business Reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
11	Sports Reporting	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
12	Definition and elements; Tools of investigative reporting	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
13	Sting Operations and latest trends Relevant Case studies	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
14	Indian and International;	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
15	How to write a feature	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
17	Writing Book reviews	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
19	Writing film reviews,	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
20	Indepth news analysis;	Lecture	JMC 201.3	Mid Term-1, Quiz & End Sem Exam
21	Gossip, diary and opinion columns;	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
22	Profiles Human Interest features,	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
23	Editorial writing; Travel writing;	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
24	Disaster reporting	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
25	Page 3 and lifestyle reporting	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology	Lecture	JMC 201.3	Mid Term-2, Quiz &

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	reporting;			End Sem Exam
27	Environmental reporting	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
28	Basics of editing: Meaning,	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
29	Purposes, symbols, tools, lead, body, paragraphing;	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
30	Grammar & Punctuation; Proof Reading	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
31	Editing and rewriting news and features	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
32	Headlines – techniques, styles, purposes, kinds of headlines	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 201.1	The course designed to familiarize the students with the concept of news writing and reporting	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
JMC 201.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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JMC 201.3	The course will train students to generate, develop and express ideas effectively in news gathering and reporting	3	2	2	2	2	2	3	3	3	2	3		3	3	3
JMC 201.4	To make the students well versed with the Principles and Practices to news beats and develop the vocabulary, visualization skills and intricacies of news for media	3	3	2	3	2	2	3	2	1	2	3		3	2	1
JMC 201.5	The course will also help develop knowledge of major media characteristics and proof reading different beats	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication II MID-SEMESTER (SEM –II) 2020-21						
Class: BAJMC.II Semester						
Subject Name: JMC-201 Specialized Reporting, Writing & Editing		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of News gathering and beats
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of a news story that a writer should include when writing for a news outlet?	3
CO1	Q.2a	How does the inverted pyramid structure benefit news writing, and why is it commonly used?	3
	Q.2b	What strategies can news writers employ to ensure their writing is clear, concise, and engaging?	3
CO1	Q.3	What are some common grammatical and stylistic errors that news writers should watch out for during proofreading?	6
CO2	Q.4	What tools or techniques can news writers use to streamline the proofreading process and catch errors more efficiently?	3
CO2	Q.5a	Why is it important for news writers to be aware of biases, both in their own writing and in the sources they use?	3
	Q.5b	How can news writers maintain objectivity and impartiality in their reporting?	3
CO2	Q 6	What role does headline writing play in news articles, and what are some best practices for crafting effective headlines?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting, Writing & Editing***/Course code ***JMC-201*** is level 2 for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Theories of Advertisements & Public Relations
Course Code : JMC 202, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Dhruv Sabharwal

A. Introduction: This Subject deals with Advertisement & Public relation exposure to students for better academic progression.

B. Course Outcomes: At the end of the course, students will be able to:
JMC202.1. In this course students will understand the Role of Advertisement .
JMC202.2. In this course students will understand the PR.
JMC202.3. In this course students will understand the ADV Production.
JMC202.4. They will be introduced to the concepts of CSR
JMC202.5. Understand the PR Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

	Weightage
Module I: Advertising in Economy & Business	**25 %**
Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	
Module II: Advertising Theories	**25%**
Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	
Module III: Theories of Public Relation	
Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	25 %
Module IV: Media Organizations of the Government & Ethics	25%
Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013

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- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management	Lecture	JMC 202.1	Project & Viva
2	Advertising the key ingredient in National Economic Growth - Stimulating better products	Lecture	JMC 202.1	Project & Viva

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	,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management			
3	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
4	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad	Lecture	JMC 202.1	Project & Viva

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	Agencies, Research ,Creative, Media Account Service; *Integrated Agency Service, Account Planning and Account Management.*			
5	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
6	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
7	Advertising the key ingredient in National	Lecture	JMC 202.1	Project & Viva

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	Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.			
8	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
9	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and	Lecture	JMC 202.1	Project & Viva

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	Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
10	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
11	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
12	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness,	Lecture	JMC 202.2	Project & Viva

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	Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
13	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
14	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
15	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	JMC 202.2	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
16	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
17	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
18	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	JMC 202.3	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
19	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
20	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
21	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as	Lecture	JMC 202.3	Project & Viva

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	Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
22	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
23	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the	Lecture	JMC 202.3	Project & Viva

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	meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
24	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
25	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced	Lecture	JMC 202.3	Project & Viva

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	approach to public affairs, basic elements.			
26	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
27	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
28	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of	Lecture	JMC 202.3	Project & Viva

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	persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
29	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
30	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission,	Lecture	JMC 202.3	Project & Viva

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	Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
31	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.3	Project & Viva
32	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.4	Project & Viva
33	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State,	Lecture	JMC 202.4	Project & Viva

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	Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
34	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.5	Project & Viva
35	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom	Lecture	JMC 202.5	Project & Viva

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	of Speech.			
36	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 202.1	In this course students will understand the Role of Advertisement .	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 202.2	In this course students will understand the PR	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 202.3	In this course students will understand the ADV Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**

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JMC 202.4	They will be introduced to the concepts of CSR	1	2	2	1	3	3	1	2	2	1	1	-	**2**	**3**	**1**
JMC 202.5	Understand the PR Production Process	3	1	3	3	1	1	2	2	2	2	3	-	**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Advertisement & Public Relation** /Course code ***JMC 202*** is level 2 for the academic year 2020-21.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Radio Journalism
Course Code : JMC 203. Crédits : 3, Session : 2020-21 (EVEN), Class BAJMC 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in basics of radio journalism. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-203.1- Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features.
- JMC-203.2- Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station,
- JMC-203.3- Students will interpret the challenges and solutions of the radio industry
- JMC-203.4- Students will outline the relationship of each personnel inside a radio station
- JMC-203.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Module I: Understanding the medium	**Weightage**
Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	**15%**

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Module II: Radio News	**15%**
Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins: Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	
Module III: News Reading	**20%**
News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	
Module IV: Radio Interview and Advertising	**20%**
Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	
Module V: Radio Program Production	**30%**

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Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	

Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of Basics of Radio Journalism, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.

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F. Lecture Plan:

.Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
2	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
3	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
4	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
5	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam

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	stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)			
6	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
7	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
8	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
9	Radio News Reporting: Skills of a Radio News Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
10	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
11	Radio News Reporting: Skills of a Radio News Reporter:	Lecture	JMC 203.2	Mid Term-1, Quiz & End

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	Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:			Sem Exam
12	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
13	Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
14	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Practical	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
15	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head	Practical	JMC 203.3	Mid Term-1, Quiz & End Sem Exam

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	Phones, Trials and Promos			
16	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
17	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
18	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
19	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
20	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
21	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks,	Lecture	JMC 203.3	Mid Term-2, Quiz & End Sem Exam

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	Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos			
22	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
23	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
24	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
25	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
26	Radio Interviewing(The basic	Practical	JMC 203.4	Mid Term-2,

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	approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links),			Quiz & End Sem Exam
27	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
28	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
29	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation:	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
30	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
31	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and			
32	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning;	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
33	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
34	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
35	Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos,	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	Jingles; Telephonic Programmes			
36	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Theory	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 203	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**2**	**1**	2	**3**	**2**		**3**	**2**	**1**
JMC 203	Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station.	3	2	2	2	2	**2**	**3**	**1**	2	**1**	**3**		**2**	**3**	**3**

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JMC 203	Students will interpret the challenges and solutions of the radio industry.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC 203	Students will outline the relationship of each personnel inside a radio station.	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**
JMC 203	Equip students with proficiency in industry-standard software for audio editing and production	3	3	2	3	2	**2**	**3**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2020-21						
Class: JMC.II Semester						
Subject Name: JMC-203 BASICS OF RADIO PRODUCTION		Time: 2 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model.CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience	3

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		engagement and maintain relevance in a competitive media environment?.	
CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful BASICS OF RADIO PRODUCTIONs, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in BASICS OF RADIO PRODUCTION. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Journalism*** /Course code ***JMC-203*** is level 3 for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Fundamentals of Photography
Course Code : JMC 204, Crédits : 03, Session : 2020-21 (Even Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: The objective of this course is to clear the fundamental concept of the medium of photography, combine the science and art of photography. This course will deal with historical aspects of medium and will design storytelling through visual medium.

B. Course Outcomes: At the end of the course, students will be able to:
JMC204.1. Understand the different aspects of Fundamentals of Photography
JMC204.2. Develop professional capabilities of Photography.
JMC204.3. Understand Basics of Photo Editing.
JMC204.4. They will be introduced to the concepts creative photography.
JMC204.5. Understand different theories of photography.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and

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multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Module I: Introduction to Visuals	**Weightage**
Human Eye and Camera. The social definition of photography: Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science.	**25%**
Module II: Visual Perception	**25%**

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Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations: Types of Camera, Types of Lenses. The art of seeing; Digital S.L.R vs. S.L.R.; Advantages of Aperture and depth of field; Shutter and motion; Focal length; Lenses and its relation to subjects; Exposure techniques; Different types of light : Natural & Artificial.	
Module III: Principles of Photography	**25%**
Rules of Composition: portraits, Landscape; Composing different subjects; Perspective, Texture, Pattern, Colour, Shape, Contrast, Types of Photography, Landscape, Portrait Still Documentary.	
Module IV: Compositing and Editing Photographs	**25%**
Concept of Light-room , Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography; Editing techniques in photography	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Langford l& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Human Eye and Camera	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
2	Human Eye and Camera	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
3	The social definition of photography	Lecture	JMC 204.1	Mid Term-1, Quiz &

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				End Sem Exam
4	*The social definition of photography*	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Color	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
6	Light and Color	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of light	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
8	Qualities of light	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
9	characteristics of light; Understanding the color theory	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
10	characteristics of light; Understanding the color theory	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
11	Contrast Painting and Photography; Photography as an Art and Science	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
12	Contrast Painting and Photography; Photography as an Art and Science	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (aperture, shutter speed, focal length,	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem

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	depth of field etc.,)			Exam
16	Camera operations: Types of Camera, Types of Lenses.	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
17	Camera operations: Types of Camera, Types of Lenses.	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
18	The art of seeing; Digital S.L.R vs. S.L.R.;	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
19	Advantages of Aperture and depth of field; Shutter and motion	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
20	Advantages of Aperture and depth of field; Shutter and motion	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
21	Focal length; Lenses and its relation to subjects;	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
22	Exposure techniques; Different types of light	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
23	Exposure techniques; Different types of light	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
24	Natural & Artificial.	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
25	Rules of Composition: portraits, Landscape	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
26	Rules of Composition: portraits, Landscape	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
27	Rules of Composition: portraits, Landscape	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam

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28	Composing different subjects;	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
29	Composing different subjects;	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
30	Composing different subjects;	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
31	Perspective, Texture,	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
32	Pattern, Colour, Shape	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
33	Pattern, Colour, Shape	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
34	Contrast, Types of Photography	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
35	Contrast, Types of Photography	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
36	Landscape, Portrait Still Documentary	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
37	Concept of Light-room	Lecture	JMC 204.4	Presentation, Quiz & End Sem Exam
38	Concept of Light-room	Lecture	JMC 204.4	Presentation, Quiz & End Sem Exam
39	Merging of multiple shots to produce a suitable output	Lecture	JMC 204.4	Presentation, Quiz & End Sem Exam
40	Merging of multiple shots to produce a	Lecture	JMC 204.4	Presentation, Quiz

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	suitable output			& End Sem Exam
41	Product based photography;	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
42	Product based photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
43	Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
44	Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
45	Comparative study of Digital photography vs conventional photography; Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
46	Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
47	Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
48	Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 204.1	Understand the different aspects of Fundamentals of Photography	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**
JMC 204.2	Develop professional capabilities of Photography.	-	1	1	3	1	2	3	1	-	-	-	-	-	**2**	**2**
JMC 204.3	Understand Basics of Photo Editing.professionals.	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**
JMC 204.4	They will be introduced to the concepts creative photography.	-	1	1	3	1	2	3	1	-	-	-	-	-	**2**	**2**
JMC 204.5	Understand *different theories of photography.*	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-II) 2020-21						
Class: BAJMC II Semester						
Subject Name: JMC 204 Fundamentals of Photography		Time:1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: In this course students will understand the emergence of the new 'reader'.
CO2: They will come to know about convergence of media and technology.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is difference between lens and camera?	3
CO1	Q.2a	What are the tools of camera?	3
	Q.2b	What is meaning of focal length with respect to camera?	3
CO2	Q.3	What is exposure triangle?	6
CO2	Q.4	What do you understand by white balance .	3
CO2	Q.5a	What is ISO and why it is important for photography?.	3
	Q.5b	What bracketing in photography?	3
CO2	Q6	What are the similarities between eye and a camera?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fundamentals of Photography*** /Course code JMC ***404*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: INDIAN ECONOMY & FOREIGN RELATIONS
Course Code: JMC 205, Credits: 03, Session: 2020-21 (Even Sem), Class: BA(J&MC). II SEM
Faculty Name: Ashish Sharma

A. Introduction: Using appropriate analytical frameworks, this course reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points. Given the rapid changes taking place in India.

B. Course Outcomes: At the end of the course, students will be able to:

JMC205.1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

JMC205.2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

JMC205.3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

JMC205.4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

JMC205.5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Economic Development Since Independence	**25%**
Major Features Of The Economy At Independence; Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions And Policy Framework; An Assessment of Performance—Sustainability And Regional Contrasts; Structural Change, Savings And Investment; Population And Human Development, Demographic Trends And Issues; Education; Health And Malnutrition, Growth And Distribution, Trends And Policies In Poverty; Inequality And Unemployment, International Comparisons	
Module II: Indian Economy And Issues Relating To Planning	**25%**
Macroeconomic Policies And Their Impact Fiscal Policy; Trade And Investment Policy; Financial And Monetary Policies; Labour Regulation, Policies And Performance In Agriculture growth; Productivity; Agrarian Structure And Technology; Capital Formation; Trade; Pricing And Procurement, Policies And Performance In Industry Growth; Productivity; Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment, Trends And Performance In Services, Investment Models, Government Budgeting, Inclusive Growth And Issues Arising From It.	
Module III: Organizations and Institutions	**20%**
World Bank; The Asian Development Bank; World Economic Forum, United Nations And Its Various Bodies, International Groupings- Like G8, And Commonwealth, National Organizations- Central Bureau Of Investigation (Cbi), Election Commission (Ec), Central Vigilance Commission (Cvc), National Human Rights Commission (Nhrc) , Cag	
Module IV: Indian Foreign Policy	**30%**
Determinants And Principles Of India's Foreign Policy: Domestic And International Sources Of India's Foreign Policy, Objectives And Principles, Non-Alignment: Concepts, Policy And Relevance, India And World Trade Organisation (Wto), India At The United Nations: Security Council Reforms, Changing Relations With The Us And Russia From Cold War To Post Cold War, India China Relations: Challenges And Prospects; Pakistan: Challenges And Prospects; Afghanistan, Sri Lanka, Bangladesh,	

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Nepal, Bhutan, Maldives And Middle East: Main Issue; India And Regional Organizations - European Union (Eu), Association Of South East Asian Nations (Asean) And South Asian Association Of Regional Cooperation (Saarc), Security Challenges Of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions, and task-based activities.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. New Delhi: Allied.
- Rana, A.P. (1976) Imperatives of Non-Alignment: A Conceptual Study of India's Foreign Policy Strategy in the Nehru Period. New Delhi: Macmillan.
- Mishra, K.P. (ed.) (1969) Studies in India's Foreign Policy. New Delhi: Vikas, pp. 90-06.
- Srivastava, P. (ed.) (2001) Non-Alignment Movement: Extending Frontiers. New Delhi: Kanishka Publishers, pp. 177-182.
- Nayar, B.R and Paul, T.V. (2003) India in the World Order. New York: Cambridge University, Press, pp. 115-158.
- Karunakaran, K.P. (1958) India in World Affairs. Vol I. New Delhi: Oxford University Press, Chapter 9 & 10

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Major Features of The Economy at Independence	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
2	Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions and Policy Framework	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
3	An Assessment of Performance—Sustainability and Regional Contrasts	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
4	Structural Change, Savings, and Investment	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
5	Population And Human Development, Demographic Trends, and Issues	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
6	Education; Health and Malnutrition, Growth and Distribution, Trends and Policies in Poverty	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
7	Inequality and Unemployment, International Comparisons	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
8	Macroeconomic Policies and Their Impact Fiscal Policy; Trade and Investment Policy.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
9	Financial And Monetary Policies; Labour Regulation, Policies and Performance in Agriculture growth	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
10	Productivity; Agrarian Structure and Technology; Capital Formation.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
11	Trade; Pricing and Procurement, Policies and Performance in Industry Growth; Productivity.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
12	Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment,	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam

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13	Trends And Performance in Services, Investment Models, Government Budgeting, Inclusive Growth, and Issues Arising from It	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
14	World Bank; The Asian Development Bank National Human Rights Commission (Nhrc)	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
15	World Economic Forum, United Nations, and Its Various Bodies	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
16	International Groupings- Like G8, And Commonwealth	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
17	National Organizations- Central Bureau of Investigation (Cbi)	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
18	Election Commission (Ec), Central Vigilance Commission (Cvc).	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
19	Determinants And Principles of India's Foreign Policy	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
20	Domestic and International Sources of India's Foreign Policy Objectives and Principles	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
21	Non-Alignment: Concepts, Policy And Relevance	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
22	India And World Trade Organisation (Wto)	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
23	India At the United Nations: Security	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
24	Council Reforms, Changing Relations with The Us and Russia From Cold War To Post-Cold War	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam

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25	India China Relations: Challenges and Prospects	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
26	Pakistan: Challenges and Prospects	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
27	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
28	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
29	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
30	India And Regional Organizations - European Union (Eu)	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
31	Association Of Southeast	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
32	Asian Nations (Asean) And South Asian Association of Regional Cooperation (Saarc).	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
33	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
34	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
35	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
36	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC205.1	Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
JMC205.2	The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
JMC205.3	Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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JMC205.4	The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JMC205.5	Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II) 2020-21

Class: BA(J&MC) II Semester

Subject Name: JMC205 INDIAN ECONOMY AND FOREIGN RELATIONS	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

CO2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

CO3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

CO4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

CO5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What were the major features of the Indian economy at independence, and how have growth and development evolved under different policy regimes?	3
CO2	Q.2a	Analyze the goals, constraints, institutions, and policy frameworks that have shaped economic development in India. Evaluate the sustainability and regional contrasts in economic performance.	3
	Q.2b	Explore the factors contributing to structural change, savings, and investment in the Indian economy. Assess the	3

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		demographic trends, education, health, and malnutrition issues impacting population and human development.	
CO4	Q.3	Discuss the trends and policies addressing poverty, inequality, and unemployment in India, considering international comparisons. How has India fared in comparison to other nations?	6
CO3	Q.4	Examine the impact of macroeconomic policies such as fiscal, trade, and investment policies on the Indian economy. How do financial and monetary policies influence economic growth?	3
CO5	Q.5a	Evaluate labour regulation policies and their performance in agriculture, focusing on productivity, agrarian structure, technology, capital formation, trade, pricing, and procurement.	3
	Q.5b	Assess policies and performance in the industrial sector, considering growth, productivity, diversification, small-scale industries, public sector, competition policy, and trends in foreign investment and services.	3
CO3	Q 6	Explore the functions and significance of national organizations in India, such as the Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC), and Comptroller and Auditor General (CAG).	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Indian Economy and Foreign Relations /JMC 205** is level 2 for the academic year 2020-21.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Digital Skills for Media-II
Course Code : JMC 206 Crédits : 2 Session : 2020-21, Class : BAJMC II Semester
Faculty Name: Sanjay Singh Sikarwar

A. Introduction: Sound is stored for playback through the process of sound recording. Recording devices capture sound waves from the air and convert them into electrical signals or digital data, which are then stored on media such as records, compact discs (CDs), and computer hard drives. Students will learn all the terminologies such as playback equipment reverses the recording process to reproduce the original sound. Sound recording is used in the music, movie, television, and radio industries.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 206.1.. Understand the concepts of Sound recording & editing.
JMC 206.2. Analyse various terminologies and equipment setting.
JMC 206.3. Identify, implement and evolve conceptual understanding of the Sound recording & editing.
JMC 206.4. Evaluate the different technologies such as Peaking, balancing, mastering etc.
JMC 206.5. Enable students to prepare project on audio sampling.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Basics of Sound Recording and Sound Equipments	**Weightage**
Voice casting, Sound Theory: Frequency, Amplitude, the art of foley, Microphone, Characteristics, Sound Recording Fundamentals:–Mic placement –Angle vs Distance – Signal to Noise Ratio, Types of Sound Equipments, Basic Recording Techniques, Basics of Digital Audio, Powering Up Hardware.	**35%**
Module II: Sound Recording Software	**30%**
Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio programme recording and editing with the help of Sound-forge.	
Module III: Sound Editing	**35%**
Sound Editing: dialogue editing -cleaning up audio, noise reduction, etc, Creating First Session, Making First Recording, Importing Media in to Session, Basic Editing Techniques, Using Virtual Instruments, Recording on Sound forge, Basic Mixer Terminology, Basic Automation, Basic Mixing Techniques, Creating Stereo Mix Down, Multi-track Editing, Hands on Project	

Examination Scheme for Theory+Practical (T+P) Subject

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- The Foley Grail: The Art of Performing Sound for Film, Games and Animation by Vanessa Theme Ament (2009, Focal Press)
- The Sound Effects Bible by Ric Viers (2008, Michael Wiese Productions)
- Audio Basics by Stanley R. Alten (2012, Wadsworth Publishing)

G. Lecture Plan:

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Voice casting	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam

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2	Frequency, Amplitude	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
3	the art of foley	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
4	Microphone	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
5	Sound Recording Fundamentals:– Mic placement –Angle vs Distance	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Sound Equipment	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
7	Basics of Digital Audio	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
8	Introduction to Software	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
9	Tools and Menus,	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
10	Audio Recording	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
11	Sound Editing	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
12	noise reduction	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
13	Using Virtual Instruments	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
14	Basic Automation	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
15	Mixing Terminologies	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
16	Sound Peaking	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
17	Sound forge	Lecture	JMC 206.3	Mid Term-1,

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				Quiz & End Sem Exam
18	Adobe audition	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
19	Stereo Sound	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
20	Dolby digital sound	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
21	Types of microphone	practical	JMC 206.3	Presentation, Quiz & End Sem Exam
22	connectors & Cables	Practical	JMC 206.3	Presentation, Quiz & End Sem Exam
23	Mastering of Sound	practical	JMC 206.3	Presentation, Quiz & End Sem Exam
24	Acoustic terminologies	Lecture	JMC 206.3	Presentation, Quiz & End Sem Exam
25	Recording of instrumental	Practical	JMC 206.3	Presentation, Quiz & End Sem Exam

26	Mixing Terminologies	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
27	Sound Peaking	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
28	Sound forge	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
29	Adobe audition	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
30	Stereo Sound	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam
31	Dolby digital sound	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam
32	Types of microphone	Lecture	JMC 206.5	Presentation, Quiz & End Sem

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				Exam
33	connectors & Cables	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
34	Mastering of Sound	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
35	Acoustic terminologies	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
36	Mixing Terminologies	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 206.1	Understand the concepts of Sound recording & editing.	3	3	1	3	1				2		2	1			
JMC206.2	Analyse various terminologies and equipment setting	3	2	2	2	2				2		1	1			
JMC206.3	Identify, implement and evolve conceptual understanding of the Sound recording & editing	3	2	2	2	2				3		3	1			
JMC206.4	Evaluate the different technologies such as Peaking,	3	3	2	3	2				1		2	1			

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	balancing, mastering etc.															
JMC206.5	Enable students to prepare project on audio sampling.	2	2	1	2	3				2		2	1			

Sample Paper Amity School of communication 2020-21						
Class: BAJMC Digital Skills for Media-II Sem						
Subject Name: Digital Skills for Media II		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Sound? What are the applications of sound?	3
CO1	Q.2a	What is Acoustic? What do you mean by reflection of sound?	3
	Q.2b	Define:(1) Frequency (2) Amplitude	3
CO2	Q.3	Explain the role of Sound engineer in industry	6
CO2	Q.4	What is transducer? What is microphone?	3
CO2	Q.5a	What is stereo sound? How to convert mono into stereo sound?	3
	Q.5b	What is art of foley?	3

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CO2	Q6	Name some important audio software.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 70% marks then level1
Level	3	IF 80% of students secure more than 80% marks then level1

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media II*** /Course code ***JMC 206*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name: Radio Production
Course Code: JMC 207 Credit: 2 Session: 2020-21 (Even Sem), Class: BAJMC 2nd Semester
Faculty Name: Dr Manish Dubey

A. **Introduction:** This course provides a hands-on exploration of the dynamic world of radio, covering essential skills such as scriptwriting, voice modulation, program development, and news reporting. Get ready to dive into the art and science of crafting compelling audio content for diverse audiences.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 207.1. Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium

JMC 207.2. Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.

JMC 207.3. Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format...

JMC 207.4. Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.

JMC 207.5. Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Project	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%

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	leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus:

	Weightage (%)
Module I: Pre Production	**30%**
• Script Development • Script writing • Pilot Script	
Module II Production	**40%**
• News • Doco drama • Vox-Pop • Interviews	
Module III Post Production	**30%**
• Post Production • Software	

E. Examination Scheme

F. Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

- "Radio Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Radio Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

H. Lecture Plan:

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I.

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	Practical	JMC 207.1	Project & Viva
2	Pre Production	Practical	JMC 207.1	Project & Viva
3	Pre Production	Practical	JMC 207.1	Project & Viva
4	Pre Production	Practical	JMC 207.1	Project & Viva
5	Pre Production	Practical	JMC 207.1	Project & Viva
6	Pre Production	Practical	JMC 207.1	Project & Viva
7	Pre Production	Practical	JMC 207.1	Project & Viva
8	Pre Production	Practical	JMC 207.1	Project & Viva
9	Pre Production	Practical	JMC 207.2	Project & Viva
10	Pre Production	Practical	JMC 207.2	Project & Viva
11	Pre Production	Practical	JMC 207.2	Project & Viva
12	Pre Production	Practical	JMC 207.2	Project & Viva
13	Production	Practical	JMC 207.2	Project & Viva
14	Production	Practical	JMC 207.2	Project & Viva
15	Production	Practical	JMC 207.2	Project & Viva
16	Production	Practical	JMC 207.2	Project & Viva
17	Production	Practical	JMC 207.2	Project & Viva
18	Production	Practical	JMC 207.3	Project & Viva
19	Production	Practical	JMC 207.3	Project & Viva
20	Production	Practical	JMC 207.3	Project & Viva
21	Production	Practical	JMC 207.3	Project & Viva
22	Production	Practical	JMC	Project &

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			207.3	Viva
23	Production	Practical	JMC 207.3	Project & Viva
24	Production	Practical	JMC 207.3	Project & Viva
25	Post Production	Practical	JMC 207.3	Project & Viva
26	Post Production	Practical	JMC 207.3	Project & Viva
27	Post Production	Practical	JMC 207.3	Project & Viva
28	Post Production	Practical	JMC 207.3	Project & Viva
29	Post Production	Practical	JMC 207.3	Project & Viva
30	Post Production	Practical	JMC 207.3	Project & Viva
31	Post Production	Practical	JMC 207.4	Project & Viva
32	Post Production	Practical	JMC 207.4	Project & Viva
33	Post Production	Practical	JMC 207.4	Project & Viva
34	Post Production	Practical	JMC 207.5	Project & Viva
35	Post Production	Practical	JMC 207.5	Project & Viva
36	Post Production	Practical	JMC 207.5	Project & Viva
37	Post Production	Practical	JMC 207.5	Project & Viva
38	Post Production	Practical	JMC 207.5	Project & Viva
39	Post Production	Practical	JMC 207.5	Project & Viva
40	Post Production	Practical	JMC 207.5	Project & Viva
41	Post Production	Practical	JMC 207.5	Project & Viva
42	Post Production	Practical	JMC 207.5	Project & Viva
43	Post Production	Practical	JMC 207.5	Project & Viva
44	Post Production	Practical	JMC 207.5	Project & Viva
45	Post Production	Practical	JMC 207.5	Project & Viva
46	Post Production	Practical	JMC	Project &

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			207.5	Viva
47	Post Production	Practical	JMC 207.5	Project & Viva
48	Post Production	Practical	JMC 207.5	Project & Viva

J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 207.1	Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium	3	3	1	3	1	**3**	**2**	**3**	2		2	1	**3**	**2**	**2**
JMC 207.2	Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.	3	2	2	2	2	**3**	**3**	**2**	2		1	1	**3**	**3**	**2**
JMC 207.3	Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format.	3	2	2	2	2	**3**	**2**	**1**	3		3	1	3	**2**	**2**
JMC 207.4	Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.	3	3	2	3	2	**2**	**2**		1		2	1	**2**	**3**	**3**

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JMC 207.5	Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.	2	2	1	2	3	**2**	**2**		2		2	1	**3**	**2**	**2**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***RADIO PRODUCTION*** /Course code ***JMC 207*** is level 2 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Basics of Media Research
Course Code : JMC301, Crédits : 02, Session: **2020-21** (Odd Sem.), Class : BAJMC. III rd Sem
Faculty Name : Sumit Narula

A. Introduction: The objective of this course is to introduce basic concepts of research and to establish the relationship between mass communication, journalism & research.

B. *Course Outcomes:* *At the end of the course, students will be able to:*

1. JMC 301.1: Students will be able to outline the fundamentals of research.
2. JMC 301.2: Students will describe the relationship between mass communication, journalism & research.
3. JMC 301.3: Students will explain the process, concepts, and techniques of research & infer the impact of research in mass communication.\
4. JMC 301.4: Student will be able to understand Qualitative and quantitative research techniques.
5. JMC 301.5: Student will be able to understand the process of writing a research report.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Media Research • Meaning, definitions and types of research • Media research: Concept and Scope • Challenges and Prospect of Media Research in India • Research designs: Exploratory, Descriptive and Experimental • Approaches to research: Qualitative, Quantitative and Mixed • Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis. • Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview • Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	**35%**
Module II – Media Research Process and Sampling • Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research • Sampling: selecting a suitable sample using sampling methods • Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	**35%**

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Module III – Media Research Report Writing and Ethical Issues • Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation • Significance of Reference and Bibliography in Research • Ethical Issues in Research: Plagiarism and interviewers guidelines	**30%**

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**
- **Preparation of research article/paper**

Lab/ Practical details, if applicable:
NA Assessment/ Examination
Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**0**	**100**

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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Research Assignment**	**Presentation**	**Attendance**	
Weightage (%)	10	10	5	5	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning of research	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
2	Definitions and types of research	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
3	Media research: Concept and Scope	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
4	*Challenges and Prospect of Media Research in India*	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
5	Research designs: Exploratory, Descriptive and Experimental	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam

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6	Approaches to research: Qualitative, Quantitative and Mixed	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
7	Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
8	Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
9	Discussion, Observation, Interview	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
10	Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
11	Media Research Process and Sampling	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
12	Steps of Media Research Process	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
13	Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the Research Design	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
15	Collection of Data, Data Analysis, Finding	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam

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	the Results, Outcome of Research			
16	Sampling: selecting a suitable sample using sampling methods	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
17	Basic terms of sampling	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
18	sample plan, sample design, sample unit	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
19	sample frame and sample size	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
20	Media Research Report Writing and Ethical Issues	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
21	Types of Media Research reports	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
22	Research Articles / Paper,	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
23	Significance of Reference and Bibliography in Research Project Report, Dissertation	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
24	Ethical Issues in Research: Plagiarism and interviewers guidelines	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
JMC 301.1	Students will be able to outline the fundamentals of research.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
JMC 301.2	Students will describe the relationship between mass communication, journalism & research.	**3**	**1**	**1**	**2**	**3**	**3**	**2**	**1**	**2**	**1**			
JMC 301.3	Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.	**1**	**2**	**3**	**2**	**1**	**3**	**2**	**3**	**2**	**1**			
JMC 301.4:	Student will be able to understand Qualitative and quantitative research techniques.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
JMC 301.5:	Student will be able to understand the process of writing a research report.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			

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Sample Question Paper

Amity School of Communication **MID-SEMESTER (SEM –I) 2020-21**						
Class: JMCC-III Semester						
Subject Name: Basics of Media Research JMC 301		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	

The student will be able to
CO1: Understanding of basic concepts of research
CO2: Establish relationship between mass communication, journalism & research
CO3: Explain the process, concepts and techniques of research.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by research?	3
CO1	Q.2a	Explain the scope of media research?	3
	Q.2b	Explain the 'Research designs.'	3
CO2	Q.3	Enumerate the Challenges and Prospect of Media Research in India	6
CO2	Q.4	What do you mean by Hypothesis?	3
CO3	Q.5a	Write a short note on Sampling.	3
	Q.5b	State the importance of Review of literature?	3
CO3	Q 6	Enlist the Ethical Issues in Research, Plagiarism and interviewers guidelines.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Media Research** Course code **JMC 301** is level **3** for the academic year 2020-21.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Television Journalism
Course Code: JMC 302. Credits : 3, Session: 2020-21 (ODD), Class BAJMC 3rd Semester
Faculty Name : Ashish Sharma

Introduction: This course immerses students in applying Communication in television journalism. Covering camera operation, scriptwriting, voice modulation, presentation skills, and news reporting, it fosters experiential learning. Participants develop television broadcasting skills, applying theoretical frameworks to real-world scenarios.

Course Outcomes: At the end of the course, students will be able to:

- JMC-302.1- To enable students, understand the concepts of Television journalism system and functioning of News channels.
- JMC-302.2- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society
- JMC-302.3 To define and introduce the editorial concepts of the TV industry
- JMC-302.4- To make the students recognize the working culture of the industry
- JMC-302.5- To become well aware of the inside picture of the industry.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Content	Weightage %
Module I – Writing for TV (Pre-Production)	30%
TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome; Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	
Module II: Sound Camera & Lighting	25%
What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	
Module III: Shooting (Production)	25%

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Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	
Module IV: Editing (Post Production)	
oncept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	20%

Teaching Pedagogy:

Lectures and hands on experience; Watching TV shows, explaining through TV shows. Writing, shooting and editing, Giving the class a feel of the news room.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

E. Lecture Plan:

F. Lecture	Topics	Mode of	Correspo	Mode of

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		Delivery	nding CO	Assessing CO
1	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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3	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
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5	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
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7	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
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9	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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11	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment:	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
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	Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
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15	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact;	Practical	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
16	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
18	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
20	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
21	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	What is sound? Unit of sound, Voicing, Types of	Lecture	JMC 302.3	Mid Term-2, Quiz &

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	microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors			End Sem Exam
23	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
24	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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25	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
26	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
27	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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	used in videography, Use of filters & reflectors			
28	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
29	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
30	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions,	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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	Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction			
31	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
32	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam

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	mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
35	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
36	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Theory	JMC 302.4	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 302	To enable students, understand the concepts of Television journalism system and functioning of News channels	3	3	1	3	1	**3**	**2**	**2**	2		**2**	**2**	**3**	**2**	**1**
JMC 302	To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**	**2**	**2**	**3**	**3**
JMC 302	To define and introduce the editorial concepts of the TV industry	3	2	2	2	2	**3**	**3**	**2**	3	**2**	**3**		**3**	**3**	**3**
JMC 302	To make the students recognize the working culture of the industry	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**

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JMC 302	To become well aware of the inside picture of the industry.	3	3	2	3	2	**3**	**2**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2020-21						
Class: JMC.II Semester						
Subject Name: JMC-302 Television Journalism		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does camera operation contribute to effective storytelling in television journalism?	3
CO1	Q.2a	What role does scriptwriting play in enhancing clarity and impact in television news reporting?	3
	Q.2b	Discuss the significance of voice modulation in influencing audience perception in television journalism.	3
CO1	Q.3	How do presentation skills contribute to a television journalist's credibility and viewer engagement?	6
CO2	Q.4	What considerations are crucial in the program development process for television news programs?.	3
CO2	Q.5a	How does television journalism uniquely handle news reporting, considering its visual nature?	3

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	Q.5b	In television journalism, how do journalists navigate ethical considerations when reporting on sensitive topics?	3
CO2	Q 6	How does camera operation enhance visual storytelling in television journalism?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code ***JMC-302*** is level 2 for the academic year 2020-21.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : WRITING FOR ADVERTISING AND PUBLIC RELATIONS
Course Code: JMC 303, Credits: 03, Session: 2020-21 (Odd Sem.), Class: BA(J&MC). III SEM
Faculty Name: Dr. Dhruv Sabarwal

A. Introduction: To initiate the students into Advertising and Public Relations. Explore the dynamic interplay of creativity and strategy as we unravel the art of crafting compelling messages. From impactful headlines to strategic storytelling, this course equips you with the skills to shape perceptions, build brands, and thrive in the ever-evolving communication landscape.

B. Course Outcomes: At the end of the course, students will be able to:

JMC303.1. To acquainted with contents and basic of planning and organizing public relations programmes.

JMC303.2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

JMC303.3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

JMC303.4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

JMC303.5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I – Copywriting For Advertisement	**35%**
Attributes Of Good Copywriter; Principles Of Copy Writing, Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption And Structuring The Copy. Writing For Radio: Characteristics Of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process, Writing For Television: Writing Scripts, Developing Story Boards, Briefing The Producer, Pre-Production, Shooting And Post Production. Writing For Outdoor; Writing For Internet, Use Of Non-Verbal Communication: Colors, Shapes, Gestures. Types Of Copy: Advertorial, Infomercial.	
Module II: Writing In Advertising	**30%**
Corporate Advertising; Financial Advertising; Recruitment Ads; Retail Advertising; Local Advertising; Classified Ads; Fashion And Lifestyle Ads; Trade Advertising; PR Advertising; Public Service Ads; Awareness Ads; Rural Advertising, Social Media In Advertising, Web And Mobile Advertising; Creative Briefs And Audience, The Big Idea & Champion Theme, The Rhetoric Of The Image, The Basics Of Ad Design, Compiling The Ad Campaign Advertising Law, Client Pitches And Presentations, Content Marketing: Proposals And Communication Plans, Mobile Message, E-Blasts, Sales Letters, Fund Raising Letters.	
Module III: Writing In Public Relations	**35%**
Three Forms Of Public Relations Writing Press Releases To "Run As-Is", Crisis Relations, Media Relations, Media Ethics And Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website; News Release: Pre Release, Features Of News Release, Hybrid News Release, Social Media News Release, Media Advisories, Pitches, Video News Release And Organizational Storytelling, Media Kit, Digital News Room, Backgrounders, Fact Sheet, Photo Opportunity Advisories, News Letter, Magazine Stories, Annual Reports, Speeches; Business Correspondence: Good News And Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports.	

Pedagogy for Course Delivery:

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

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G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Drewniany, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth
- Publishing. ISBN 13: 9781439082706
- L'Etang, Jacquie. Public Relations: Concepts, Practice and Critique. SAGE Publications.
- ISBN:9781412930482
- Chandler, R. C. (2008). *Media relations: Concepts and principles for effective public relations*
- *practice.* Denver, CO: Outskirts Press.
- Fitch, B. F. (2012). *Media relations handbook for government, associations, nonprofits, and elected*
- *officials (2nd edition).* The Capitol Net: Alexandria, VA.
- Howard, C. M. & Mathews, W. K. (2013). *On deadline: Managing media relations.* Long Grove, IL:
- Waveland Press.
- Diggs-Brown, Barbara. (2013). The PR Style Guide: Formats for Public Relations Practice (3rd ed.).
- Wadsworth, CA.
- Kessler, Lauren and McDonald, Duncan. (2012). When Words Collide. (8th ed.) Wadsworth, CA:
- Thompson.
- Wilcox, D.L., &Reber, B.H. (2013). Public relations writing and media techniques. (7th ed.) Boston,
- MA: Pearson.

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I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Attributes of Good Copywriter, Principles of Copy Writing,	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
2	Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption and Structuring	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
3	Writing For Radio: Characteristics of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
4	Writing For Television: Writing Scripts, Developing Story Boards, Briefing the Producer, Pre-Production, Shooting and Post Production.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
5	Writing For Outdoor	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
6	Writing For Internet	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
7	Use Of Non-Verbal Communication: Colours, Shapes, Gestures.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
8	Types Of Copy: Advertorial, Infomercial	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
9	Corporate Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
10	Financial Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
11	Recruitment Ads	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
12	Retail Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
13	Local Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
14	Classified Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
15	Fashion And Lifestyle Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam

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16	Trade Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
17	PR Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
18	Public Service Ads; Awareness Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
19	Rural Advertising, Social Media In Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
20	Web And Mobile Advertising; Creative Briefs and Audience	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
21	The Big Idea & Champion Theme,	Lecture	JMC 303.2	Mid Term-2, Quiz & End Sem Exam
22	The Rhetoric of The Image, The Basics Of Ad Design	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
23	Compiling The Ad Campaign Advertising Law, Client Pitches and Presentations	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
24	Content Marketing: Proposals And Communication Plans, Mobile Message	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
25	E-Blasts, Sales Letters, Fund Raising Letters	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
26	Three Forms of Public Relations Writing Press Releases To “Run As-Is”	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
27	Crisis Relations, Media Relations, Media Ethics and Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
28	News Release: Pre-Release, Features Of News Release, Hybrid News Release, Social Media News Release	Lecture	JMC 303.5	Mid Term-2, Quiz & End Sem Exam
29	Media Advisories, Pitches, Video News Release and Organizational Storytelling, Media Kit, Digital Newsroom, Backgrounders, Fact Sheet	Lecture	JMC 303.5	Quiz & End Sem Exam

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30	Photo Opportunity Advisories, Newsletter, Magazine Stories, Annual Reports, Speeches	Lecture	JMC 303.3	Quiz & End Sem Exam
31	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
32	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
33	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
34	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
35	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
36	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC303.1	To acquainted with contents and basic of planning and organizing public relations programmes.	3	2	2	2	2	2	2	3	3	3	2	3	1	2	1
JMC303.2	To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.	3	2	2	2	2	1	2	3	2	3	3	1	2	3	2
JMC303.3	To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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JM C303.4	To demonstrate an understanding of the roles of media planning in effective ad campaign.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JM C303.5	To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III) 2020-21

Class: BA(J&MC) III Semester

Subject Name: JMC303 WRITING FOR ADVERTISING AND PUBLIC RELATIONS	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. To acquainted with contents and basic of planning and organizing public relations programmes.

CO2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

CO3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

CO4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

CO5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key attributes that define a good copywriter, and how do these attributes contribute to successful advertising campaigns?	3
CO1	Q.2a	What are the characteristics of the radio environment, and how does the message strategy differ when writing a radio script? Explain the radio production process.	3
	Q.2b	How does writing for outdoor advertisements differ from other mediums, and what considerations are important when crafting copy for the internet, including the use of non-verbal communication elements?	3

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CO5	Q.3	Discuss the role of social media in advertising and its impact on modern communication. Explore the use of web and mobile advertising in reaching diverse audiences.	6
CO2	Q.4	What is the significance of a creative brief in advertising, and how does it contribute to the development of the "big idea" and champion theme in an advertising campaign?	3
CO4	Q.5a	In television advertising, elaborate on the process of writing scripts, developing storyboards, and the collaboration between the writer and the producer during pre-production.	3
	Q.5b	Explore the various types of copy, such as advertorial and infomercial, and discuss their unique characteristics and purposes in advertising.	3
CO3	Q 6	In the realm of public relations writing, discuss the different forms of press releases and their purposes. How do media relations, crisis relations, and ethical considerations play a role in effective PR writing?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course WRITING FOR ADVERTISING AND PUBLIC RELATIONS /JMC 303 is level 2 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Media Laws & Ethics
Course Code : JMC 304 **Crédits :** 03, **Session :** 2020-21 (Odd Sem.), **Class :** BA (J&MC). 3rd Semseter
Faculty Name: Satnaam Singh

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: : At the end of the course, students will be able to:

JMC304.1. To introduce students to ethical issues and legal restraints placed upon media.
JMC304.2. To discuss the conflicting traditions of a free but regulated mass media.
JMC304.3. To describe the various media laws.
JMC304.4. To understand the context and framework of media regulation in India.
JMC304.5. To discuss the issues arising from regulation of the media.
JMC304.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective

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waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information

Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)

Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam

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8	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
23	Defamation, Contempt of Court	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam

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31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC304.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	3	3	-	-	-
JMC304.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	3	3	-	-	-
JMC304.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	3	3	-	-	-

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JMC304.4.	To understand the context and framework of media regulation in India														
JMC304.5.	To discuss the issues arising from regulation of the media														
JMC304.6.	To locate the role of various stakeholders in content regulation of the media														

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2020-21						
Class: BA JMC III Semester						
Subject Name: JMC 304 Media Laws and Ethics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5.a	Q.5.b
Student will be able to CO1: Understanding the basics of Design. CO2: Learn about the Typography						

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Laws and Ethics*** /Course code ***BJM 3041*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Film Theories and Practices
Course Code : JMC 305, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : BA (J&MC) 3rd Semester
Faculty Name : Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the the landscape of film theories.

B. Course Outcomes: At the end of the course, students will be able to:
JMC305.1. In this course students will understand the language of film making
JMC305.2. They will come to know about different stages of filmmaking
JMC305.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
JMC305.4. They will be introduced to the concepts of lighting and editing for films.
- **JMC305.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to	A	5%

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	be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Course Contents/Syllabus:	**Weightage**
Module I : Language of Cinema	**25%**
World space and screen space; Continuity: space & time, Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	**25%**
Development stage- casting, scheduling & Reece Pre-production stage- key members of film production unit and their roles and responsibilities; Production –Different types of shots and angels – implications. Post production; Distribution, promotion and release; Exhibition and film festival	
Module III : Scriptwriting	**25%**
Narrative Composition: 3 plot structure, Linear and Non-linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
Module IV : Lighting and Editing for Films	**25%**
Study of Lighting-Mood, Feel, Form, Content; Single point and two-point lighting in Films Understanding Natural lighting in Films, Concepts of editing Types of editing and editing practice on applications	

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E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Understand the growth and development of Indian Cinema
- Get familiar with the techniques used in filmmaking, film art movements
- Understand Cinema as a mass communication medium, working with agencies and film boards, censor mechanism and overall objective of filmmaking
- Learn concepts such as proposing a film script, budgeting a production, working with crew

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
2	Continuity: space & time	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
3	Camera movements, angles & shots	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
4	Mise-en-scene; *Dimensions of sound:*	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
5	onscreen & off-screen, di-getic & non-digetic	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
6	sync amd non-sync, sound effects	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
7	silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam

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8	silence, dialogues, ambient sound,.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
9	background score & musical tracks.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
10	Development stage- casting	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
11	scheduling & Reece	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
12	Pre-production stage- key members of film production unit	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
13	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
14	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
15	Postproduction; Distribution	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
16	promotion and release.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
17	Exhibition and film festival	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
18	Exhibition and film festival	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
19	Narrative Composition: 3 plot structure	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
20	Narrative Composition: 3	Lecture	JMC305.3	Mid Term-

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	plot structure			1, Quiz & End Sem Exam
21	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
22	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
23	Scriptwriting formats	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
24	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
25	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
26	storyboarding & shooting script	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
27	Script selection; Writing proposal	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
28	Study of Lighting-Mood	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
29	Feel, Form, Content	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
30	Single point and two-point lighting in Films	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
31	Single point and two-point lighting in Films	Lecture	JMC305.4	Presentation, Quiz & End Sem Exam
32	Understanding Natural	Lecture	JMC305.4	Presentati

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	lighting in Films			on, Quiz & End Sem Exam
33	Understanding Natural lighting in Films	Lecture	JMC305.4	Presentation, Quiz & End Sem Exam
34	Concepts of editing	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
35	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
36	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 305.1	In this course students will understand the language of film making .	-	1	2	1	-	2	3	-	-	-	-	-	-		**2**

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JMC 305.2	They will come to know about different stages of filmmaking	-	-	2	2	-	2	3	-	-	-	-	-	**1**		**2**
JMC 305.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.	-	1	2	1	-	2	3	-	-	-	-	-	**-**		**2**
JMC 305.4	They will be introduced to the concepts of lighting and editing for films.	-	-	2	2	-	2	3	-	-	-	-	-	**1**		**2**
JMC 305.5	*To establish distinction between technique and content*	-	1	2	1	-	2	3	-	-	-	-	-	**-**		**2**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2020-21						
Class: JMC Semester						
Subject Name: JMC305 Film Theories and Practices		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course students will understand the emergence of the new In this course students will understand the language of film making . CO2: They will come to know about different stages of filmmaking						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
	Q.2a	Explain the scope of Script Selection.	3

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CO1	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Film Theories and Practices***/Course code ***JMC 305*** is level **2** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Development Communication
Course Code : JMC 306, Crédits: 3 Session : 2020-21 Class : BA J&MC III
Faculty Name : Adhrit Chandra Pati Tripathi

A. Introduction: "Development Communication" explores the strategic use of communication to drive positive social change. This course delves into effective methods of conveying information, fostering community engagement, and catalyzing development initiatives.

B. Course Outcomes: At the end of the course, students will be able to:
JMC 306.1 To develop understanding in the concept of development
JMC 306.2 To understand the concept of development communication
JMC 306.3 To understand role and use of media in development communication
JMC 306.4 Learn to strategically disseminate information to catalyze positive social change and development.
JMC 306.5 Develop skills in fostering community engagement through effective communication strategies for sustainable development initiatives.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

References:

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- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning and definitions of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
2	Process of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
3	Models and theories of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
4	Models and theories of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
5	Approaches to development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
6	Problems and issues in development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
7	Problems and issues in development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of developing societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
9	Characteristics of developing societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
10	Difference between developed and developing nations and societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
11	Difference between developed and developing nations and societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
12	Developmental issues	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
13	The concept of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
14	Definitions of development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
15	Roles of development communication,	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem

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				Exam
16	Goals of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
17	Difference between communication for development and development communication	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
18	Difference between communication for development and development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
19	Development Support Communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
20	Flow of information	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
21	McBride Commission	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
22	Role of communicator in the process of social change	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
23	Mass media as a tool for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
24	Problems with the use of media for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
25	Problems with the use of media for development	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
26	Role of community radio and local media in social sensitization	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
27	Role of community radio and local media in social sensitization,	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
28	CRS	Lecture	JMC 306.5	Mid Term-2, Quiz & End Sem Exam
29	CRS	Lecture	JMC 306.5	Quiz & End Sem Exam
30	local media role in	Lecture	JMC 306.2	Quiz & End Sem

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	development			Exam
31	local media role in development	Lecture	JMC 306.1	Quiz & End Sem Exam
32	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
33	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
34	Development Support Communication	Lecture	JMC 306.3	Quiz & End Sem Exam
35	Approaches to development	Lecture	JMC 306.2	Quiz & End Sem Exam
36	CRS and local media role in development	Lecture	JMC 306.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 306.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
JMC 306.2.	Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different	3	2	2	2	2				2		1	1			

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	design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
JMC 306.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
JMC 306.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
JMC 306.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample
Amity School of Communication
2020-21

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Class: BA J&MC **Development Communication** III Semester						
Subject Name: **Development Communication**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

CO Map	Question No.	Question	Marks
CO1	Q.1	Define development and highlight its essential features.	6
CO1	Q.2	Briefly explain one model or theory of development.	6
	Q.3	List two characteristics that distinguish developing societies from developed ones.	6
CO1	Q.4	Explore the key differences between developed and developing nations, citing examples.	6
CO2	Q.5	Name and briefly explain two approaches to development.	6
CO2	Q.6	Outline the roles that development communication plays in societal progress.	6
	Q.7	Explore the key differences between developed and developing nations, citing examples.	10
CO2	Q.8	Discuss one prevalent developmental issue and suggest possible solutions.	10
CO3	Q.9	Differentiate between Communication for Development and Development Communication, highlighting their unique aspects.	10
CO3	Q.10	Explain the McBride Commission's significance in social change and its impact on mass media.	20

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Development Communication*** /Course code ***JMC 306*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Digital Skills for Media III
Course Code : JMC 307 Crédits : 2 Session : 2020-21, Class : BAJMC 3rd Semester
Faculty Name :Sanjay Singh Sikarwar

A. Introduction: Video editing ensures continuity between shots, creates pacing through cuts and creates meaning by juxtaposing images. Video Editors will use digital editing applications such as Premiere Pro and Final Cut Pro to add and remove elements of a video file, add sound, speed up or slow down footage, and add digital effects. Acquiring graphic design and video editing skills can significantly boost student professional growth. These skills are highly sought after by various industries, including marketing, advertising, media, and entertainment

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 307.1. understand the concepts of Video editing & graphic design..
JMC 307.2. Analyze various Video editing techniques.
JMC 307.3. Identify, implement and evolve conceptual understanding of the graphics design.
JMC 307.4. Evaluate the different technologies such as linear editing & non linear editing.
JMC 307.5. Enable students to understand format of graphics & structure..

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Adobe After Effects Adobe After effects Interface, Tools and Menus, Working with Adobe After effects, Video Editing, Uses of Adobe After effects as Video editing software, The functioning of Adobe After effects and its significance in various media.After effects, Video Editing, Uses of	**35%**
Module II: Adobe Premiere-Pro Adobe Premiere-Pro Interface, Tools and Menus, Working with Adobe Premiere-Pro, , Video Editing., Uses of Adobe Premiere-Pro as Video editing software**,** The functioning of Adobe Premiere-Pro and its significance in various media.	**30%**
Module III: FCP (Fine Cut Pro) FCP (Fine Cut Pro) Interface, Tools and Menus, Working with FCP (Fine Cut Pro), Video Editing with the help of FCP (Fine Cut Pro), The functioning of (Fine	**35%**

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- Dancyger, K. (2014). The technique of film and video editing: history, theory, and practice. CRC Press.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Worth, S., & Adair, J. (1972). Through navajo eyes. Bloomington: Indiana UP.
- Reisz, K., & Millar, G. (1971). The technique of film editing.
- Goodman, R. M., & McGrath, P. (2002). Editing digital video: the complete creative and technical guide. McGraw-Hill, Inc..

Suggested Readings

- Help Commend of All Softwares.

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G. ecture Plan:

Lecture	Topics	Mode of Delivery	Correspondi ng CO	Mode of Assessing CO
1	Adobe After effects Interface, Tools and Menus	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
2	Working with Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Video Editing	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
4	Adobe After effects as Video editing software	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
5	functioning of Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
6	Type of Video editing	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing a story and project .	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
8	Types of affects,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
9	Transitions, ,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
10	Color Correction	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
11	Time line & audio effects	practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
12	Keyframing & effects	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
13	Export & rendering	Practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
14	Adobe premier pro	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
15	Premier pro panel	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam

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16	Learning Various formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
17	Rendering	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
18	Video editing formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
19	Text animation	Practical	JMC307.4	Mid Term-1, Quiz & End Sem Exam
20	Concept of editing & Designs	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
21	Exporting of projects.	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
22	Master editing of Projects	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
23	Comparison of type of graphics & editing	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam
24	After effect & design, ,	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
25	Submission of project	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 307.1	Understand the concepts of Video editing & graphic design..	3	3	1	3	1				2		2	1			
JMC 307.2	Analyze various Video editing techniques	3	2	2	2	2				2		1	1			
JMC 307.3	Identify, implement and evolve conceptual understanding of the graphics design.	3	2	2	2	2				3		3	1			

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JMC 307.4		Evaluate the different technologies such as linear editing & non linear editing.	3	3	2	3	2				1		2	1			
JMC 307.5		Enable students to understand format of graphics & structure..	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2020-21						
Class: BAJMC Digital skills for Media III III sem						
Subject Name: Digital skills for media III		Time: 1.5 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the Video editing & graphics.CO2: Define the basics in Animation & design						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Video editing? Why it is important in graphics?	3
CO1	Q.2a	What is animation? What is the difference between 2d animation & 3d animation?	3
	Q.2b	What do you understand Transitions? Explain any 2 video transitions	3
CO2	Q.3	Explain the role of design for graphics & animation	6
CO2	Q.4	What is graphics? What are the various types of graphics?	3
CO2	Q.5a	What is aspect ratio?	3
	Q.5b	What do you understand by image optimization & image manipulation?	3
CO2	Q6	What is cinema 4D? Name 5 graphics formats.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media III***/Course code ***JMC 307*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISEMENT PRODUCTION
Course Code: JMC 308, Credits: 03, Session: 2020-21 (Odd Sem.), Class: BA(J&MC). III SEM
Faculty Name: Gaurav Chhabra

A. Introduction: To initiate the students into Advertisement Production unveils the art and precision of transforming creative concepts into impactful visuals. Explore the intricate process from ideation to execution across print, digital, and audio-visual mediums. Dive into the technical nuances, consumer psychology, and real-world applications, equipping you to craft compelling advertisements that resonate and captivate audiences.

B. Course Outcomes: At the end of the course, students will be able to:

JMC308.1. The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.

JMC308.2. The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.

JMC308.3. The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.

JMC308.4. The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.

JMC308.5. The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

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PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment	CT	15%
	Internal Assignment		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End	A	5%

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	Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	Viva-Voce	Viva	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Fundamentals of Advertisement Production	**35%**
Introduction to Advertisement Production • Explore the role of advertisement production in the marketing ecosystem. • Understand the key elements of a successful advertisement and the impact of production on message delivery. **Creative Ideation and Storyboarding** • Master the art of brainstorming and ideation for advertisements. • Learn to translate creative concepts into effective storyboards, outlining visual and narrative components. **Pre-production Planning** • Dive into the meticulous planning phase, covering budgeting, script development, casting, location scouting, and assembling production teams. • Understand the importance of effective pre-production in ensuring a smooth production process.	
Module II: Technical Aspects of Advertisement Production	**30%**
Cinematography and Visual Composition • Explore the principles of cinematography for video advertisements. • Learn techniques for visual storytelling, framing, lighting, and camera movements to enhance visual impact. **Graphic Design for Print and Digital** • Delve into graphic design principles for print and digital advertisements. • Understand the use of typography, color theory, and layout design to create visually compelling print materials and online assets. **Digital Advertisement Production** • Navigate the digital landscape, covering the production of online ads, social media	

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content, and interactive ad formats. • Explore the integration of multimedia elements and user engagement strategies in digital advertisement production.	
Module III: Post-production and Audience Engagement	**35%**
Editing and Post-production • Learn post-production techniques, including video editing, sound design, and visual effects. • Understand the role of post-production in refining and enhancing the final advertisement. **Audience Analysis and Engagement** • Explore consumer psychology and behavior to tailor advertisements to target demographics. • Learn strategies for maximizing audience engagement, considering cultural nuances and current trends. **Real-world Application and Case Studies** • Apply learned concepts in practical scenarios, working on real-world advertisement production projects. • Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	

Pedagogy for Course Delivery:

This practical project will be conducted in groups under the guidance of the faculty responsible for the guidance of this project.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**VIVA-VOCE**
Components (Drop down)	**Internal Assignment 1**	**Internal Assignment 2**	**Home Assignment**	**Attendance**	**70**
Weightage (%)	10	5	10	5	70

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H. Text and References:

- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips
- "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
- "Don't Make Me Think" by Steve Krug
- "In the Blink of an Eye" by Walter Murch
- "The Advertising Effect: How to Change Behaviour" by Adam Ferrier
- "Film Directing Shot by Shot: Visualizing from Concept to Screen" by Steven D. Katz

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Advertisement Production	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
2	Explore the role of advertisement production in the marketing ecosystem.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
3	Understand the key elements of a successful advertisement and the impact of production on message delivery.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
4	Creative Ideation and Storyboarding	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
5	Master the art of brainstorming and ideation for advertisements.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
6	Learn to translate creative concepts into effective storyboards, outlining visual and narrative components.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
7	Pre-production Planning	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
8	Dive into the meticulous planning phase, covering budgeting, script development, casting, location scouting, and assembling production teams.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
9	Understand the importance of effective pre-production in ensuring a smooth production process.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
10	Technical Aspects of Advertisement Production	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
11	Cinematography and Visual Composition	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
12	Explore the principles of cinematography for video advertisements.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce

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13	Learn techniques for visual storytelling, framing, lighting, and camera movements to enhance visual impact.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
14	Graphic Design for Print and Digital	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
15	Delve into graphic design principles for print and digital advertisements.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
16	Understand the use of typography, colour theory, and layout design to create visually compelling print materials and online assets.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
17	Digital Advertisement Production	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
18	Navigate the digital landscape, covering the production of online ads, social media content, and interactive ad formats.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
19	Explore the integration of multimedia elements and user engagement strategies in digital advertisement production.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
20	Post-production and Audience Engagement	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
21	Post-production and Audience Engagement	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
22	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
23	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
24	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce

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25	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
26	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
27	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
28	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
29	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
30	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
31	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
32	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
33	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
34	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce

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35	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
36	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
37	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
38	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
39	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
40	Real-world Application and Case Studies	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
41	Real-world Application and Case Studies	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
42	Real-world Application and Case Studies	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
43	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
44	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
45	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce

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46	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
47	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
48	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC308.1	The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.	-	1	2	1	3	1	-	2	-	1	3	2	1	2	1
JMC308.2	The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.	2	1	-	1	2	2	1	2	2	2	1	-	2	3	2
JMC308.3	The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.	1	3	2	-	1	3	2	1	-	-	2	1	3	2	1
JMC308.4	The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.	1	2	3	1	2	-	1	3	-	1	2	3	2	3	2

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JM C308.5	The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.	3	2	2	1	-	2	-	3	3	3	2	2	3	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III) 2020-21

Class: BA(J&MC) III Semester

Subject Name: JMC308 ADVERTISEMENT PRODUCTION	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,	Q.4	Q.4	Q.5	Q.6

Student will be able to

CO1: The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.

CO2. The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.

CO3. The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.

CO4. The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.

CO5. The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of an effective storyboard, and how does it guide the production process?	3
CO2	Q.2a	How does pre-production planning, including budgeting and team assembly, influence the overall success of an advertisement campaign?	3
	Q.2b	Can you explain the importance of graphic design principles in creating visually compelling print and digital advertisements?	3

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CO3	Q.3	How does digital advertisement production differ from traditional methods, and what are the essential considerations for creating effective online ads?	6
CO4	Q.4	Can you provide an analysis of a successful advertisement campaign, discussing the key production strategies that contributed to its effectiveness?	3
CO5	Q.5a	In the context of advertisement production, how can user engagement strategies be effectively integrated into digital campaigns?	3
	Q.5b	What role does post-production play in refining and enhancing the final version of an advertisement?	3
CO5	Q 6	How can an understanding of consumer psychology contribute to tailoring advertisements to specific target demographics?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ADVERTISEMENT PRODUCTION /JMC 308 is level 2 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Applied Research in Media Studies
Course Code : JMC 401, Crédits: 3 Session : 2020-21 Class : BA J&MC IV
Faculty Name : Dr. Sumit Narula

A. Introduction: : This course will help students to learn application level of media research.

B. Course Outcomes: At the end of the course, students will be able to:

- To introduce students to the application of research in mass communication
- To explore the various forms of research in different media
- To introduce students to the variety of tools used in different forms of media research
- To introduce them to the concept of research paper/articles and their execution
- To understand the scientific methods and analysis in research.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple

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cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**
Module I: Concept of Development	

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Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	**30%**
Module II: Development Communication The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	**35%**
Module III: Use of Mass Media in Social Sensitization Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	**35%**

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

References:

Any other Study Material: Research reports of Neilson, India, 9th Edition, Pearson, Reprint, 2002.V. Krishnamurthy, V.P. Mainra and J.L. Arora, An introduction to Linear Algebra, Affiliated East–West press, Reprint 2005.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Source Analysis; Message Analysis	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
5	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
6	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
9	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
10	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Pre testing Methods: Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillometer test, The	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam

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	Tachisto scope test Consumer jury test, GSR test.			
12	Post testing Methods: Enquiry test Recall test Recognition test, DAR testing	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
13	Television Audience Measurement; Market Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
14	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
15	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
16	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
17	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
18	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
19	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics applied in Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
22	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
23	Statistics applied in	Lecture	JMC	Mid Term-2,

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	Research		401.3	Quiz & End Sem Exam
24	Frequencies and Percentages	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
25	Frequencies and Percentages	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
26	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
27	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
28	Measures of Central tendency	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
29	Measures of Central tendency	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
30	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
31	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
32	Mean, Median, Mode	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 401.1.	***Describe*** the media research analysis for source, message, channel and audience	3	3	1	3	1				2		2	1			
JMC 402.2.	***Classify*** the applications of media research in print, electronic and PR industry.	3	2	2	2	2				2		1	1			
JMC 403.3.	***Prepare*** media research plans for the above-mentioned industries	3	2	2	2	2				3		3	1			
JMC 404.4.	***Apply*** the basic statistical processes in various media research studies	3	3	2	3	2				1		2	1			
JMC 405.5	To understand the scientific methods and analysis in research.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2020-21
Class: BA J&MC Applied Research in

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Media Studies IV Semester						
Subject Name: Applied Research in Media Studies		Time: 1.5 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	What helps to agree timing, agree resource allocation and draws boundaries?	6
CO1	Q.2	What is the comparative method?	6
	Q.3	Define Research?	6
CO1	Q.4	What do you mean by probability sampling?	6
CO2	Q.5	What is hypotheses?	6
CO2	Q.6	What do you mean by secondary data?	6
	Q.7	Explain the significance of source analysis in media research and provide an example.	10
CO2	Q.8	Describe the key components of channel analysis in media research.	10
CO3	Q.9	Discuss the importance of circulation research in the context of newspapers and magazines.	10
CO3	Q.10	Explain the concept and methodologies of television audience measurement.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2

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Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Applied Research in Media Studies*** /Course code ***JMC 401*** is level **3** for the academic year 2020-21.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course : News Room Practices & Anchoring Skills
Course Code : JMC 402 Crédits :03 Session : 2020-21 (Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 402 .1. Understand the concepts of TV & News room Practices
JMC 402.2. Analyze various format of TV Shows
JMC 402.3. Identify, implement and evolve conceptual understanding of the subject.
JMC 402.4. Evaluate the different ideologies in the field of TV & News industries
JMC 402.5. Enable students to understand various formats of programme.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

D.Contents/Syllabus:	**Weightage**
Module I : Tv News Room	**20%**
TV Newsroom Structure; Process Of Broadcast Of A News Report Reporting: Types OfReporting (Beats)-Political, Social, Business, Entertainment, Crime, Educational L, Health, Sports; INGEST :Feed, FTP, Recording Assignment/Input: News Gathering, Phono, Live , Guest Coordination, Forward Plan, Day Plan. Desk Output :Rundown, Ticker, Planning, Prep, Video Editing, Graphics; PCR :Switcher, Sound, Play Out, CG, Teleprompter; MCR:Scheduling Of Programmes, Scheduling Of Advertisements, Time Management,Content Crisis Management; TV AT HOMES:TV Center, Teleport, Satellite, Downlinking To MSO,DTH Platform, Home.; Research:News Research, SIT, RTI, Archive/Library-Tagging, Description, Archiving; Monitoring: Keeping Watch On	
Module Ii: News Management	**20%**

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News Collection From Field: Reporter, Stringer, Sources, Other Channels, Newspapers, News Agency, Citizen Journalists/Active Viewers, Thought Process OfWorking On A Report: Research, Data Collection, Expert Advice, Byte, Shots Collecting Information, Shots And Bytes/ Counter Bytes, On Location Shoot, PTC's:Definition, Concept, Types, Requirement; LIVE: Deferred, On Location, Actual, Impact On Viewers, Team Involved; Coordination With Output And Ingest: Role Of	
Module Iii: Output Desk	**20%**

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Role Of Output, Role Of Each Personnel At The Desk, Coordination With Different Reporters At Various Locations. Script Writing And Making Of A Package. Rundown And Its Contents. Requirements Of A Story Update And Deciding On The Contents Of A Bulletin Programming According To Time Requirement, Aesthetics Of Screen Presentation Montage, Sting Promos, Coordination With The PCR, Studio: Connection With PCR , Panel Discussion, Talk Shows, Debates, News Bulletins Studio Setup ,MultiCam , Single Cam, Technical Requirement, Multi-Location, Live Broadcast, How Broadcast Takes Place	
Module Iv: News Bulletin Management	**20%**
Making Of A News Report/Special Program(Non-Fiction); Shooting: Studio, Outdoor:Location, Shots, Bytes, Scripting: Fast News, Package, Anc Shot, Ancgfx, Backgrounder; Editing: Concept, Types, Effects, Transitions, Styles, Anchoring: Studio/Outdoor, Making A Rundown; Contents Of Rundown; Headlines, Breaks, Montage, Sting, Promo; Controlling The Half Hour Bulletin; Impact On Viewer	
Module V: Anchoring Skills For TV	**20 %**
Qualities Of An Anchor; Voice Modulation; Dressing Styles And Formats, Anchoring Cookery Shows; Anchoring Travel Shows; Anchoring For Various Formats Anchoring Interviews: People From Different Fields; Reality Shows; Hosting A Match; Using A Teleprompter; Sight Read, Anchoring Of Documentary Style ; Art Of Using Spoken Language, Some Prominent Anchors:Shireen Bhan; Arnab Gowswami; Barkha Datt; Vinod Dua, Raveesh Kumar, Sudheer Chaudhary	

E. Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
70%	30%	100%

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components(Drop down)	**Mid Term Exam**	**Assignment/ClassTest**	**Attendance**	
Weightage (%)	15	10	5	70

F. Text & References:

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide
3. By Robert Thompson, Cindy Malone
4. News casting in electronic media, by mohansundararajan
5. On Camera : how to report anchor and interview by Nancy Reardon
6. Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia,Terry Anzur
7. Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

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8. Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
9. Into the Newsroom: Exploring the Digital Production of Regional Television News by EmmaHemmingway

F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	World space and screen space; Continuity: space & time, Concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
4	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
6	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync,	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync,	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
10	Dimensions of sound: onscreen & off-screen, di-	Lecture	JMC 402.2	Mid Term-1, Quiz &

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	getic & non-digetic, sync amd non-sync,			End Sem Exam
11	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	silence, dialogues, ambient sound, background score & musical tracks	Practical	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Development stage-casting, scheduling & reece	Practical	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
16	Development stage-casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
17	Development stage-casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
18	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
19	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
20	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
21	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
22	Pre production stage- key members of film production unit and their	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem

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	roles and responsibilities			Exam
23	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
24	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
25	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
26	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
27	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
28	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
29	Play, storyboarding & shooting script; Script selection; Writing proposal	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
30	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
31	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films;	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam

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	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror			
32	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
33	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
34	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
35	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
36	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 402.1.	Understand the concepts of TV & News room Practices	3	3	1	3	1				2		2	1			
JMC402.2	Analyze various format of TV Shows	3	2	2	2	2				2		1	1			
JMC 402.3	Identify, implement and evolve conceptual understanding of the subject.	3	2	2	2	2				3		3	1			
JMC 402.4	Evaluate the different ideologies in the field of TV & News industries	3	3	2	3	2				1		2	1			
JMC402.5	Enable students to understand various formats of programme.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2020-21						
Class: BAJMC.IV Semester						
Subject Name: JMC-402 News Room Practices & Anchoring Skills		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Newsroom Practices & Anchoring Skills /Course code ***JMC 402*** is level **3** for the academic year 2020-21.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: MEDIA PLANNING & EVENT MANAGEMENT
Course Code: JMC 403, Credits: 02, Session: 2020-21 (Even Sem), Class: BA(J&MC). IV SEM
Faculty Name: Gaurav Chhabra

A. Introduction: This course provides a thorough understanding of media planning, covering its definition, objectives, and contemporary relevance. Students explore strategies, including internet dynamics. The curriculum extends to event management, encompassing types, interrelationships, and planning skills. It ensures students are adept in media planning processes, event dynamics, and evaluation methodologies for a well-rounded professional readiness.

B. Course Outcomes: At the end of the course, students will be able to:

JMC403.1. Understanding that EM companies function as independent organizations.

JMC403.2. Develop the understanding of the events as prevalent tools of marketing.

JMC403.3. Analyzing the role of events in building/developing corporate image.

JMC403.4. Provide an insight into the important aspects of crisis/risk management in events.

JMC403.5. Creating a combination of PR, advertising and promotions that help a corporate organization.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%

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Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Media Planning	
Introduction To Media Planning(MP); Defining Media Planning; Objectives Of MP; Importance Of MP In The Current Scenario; Developing Media Strategy-The Media Mix; Factors Influencing Media Strategy Decisions; Media Types Characteristic Of Major Media Forms; Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising.	**25%**
Module II: Media Planning Process	
Matching Media & Market- Geographical Selectivity, Reach & Frequency; Media Briefing; Media Scheduling; Media Plan & Strategy Development Process; Media Budgeting (Traditional & Modem Methods); Media Buying Functions; New Trends In Media Buying.	**25%**
Module III: Introduction to Event & Its Elements	
Defining Events And Event Management; Scope And Importance Of Events; Types And Sizes Of Events Relationship Between-Events, Advertising, And PR; 5 C's Of An Event, Departments In An Event Management Company; Designing Of An Event; Event Logistics Event Production- Theme, Décor, Stage Set-Up, Lighting, Sound, Camera.	**25%**
Module IV: Event Planning	
Event Research – Importance; Event Proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study, Importance And Process Of Event Evaluation; Establishing Tangible Objectives And Sensitivity In Evaluation; Evaluation From The Point Of View Of: Client, Organizer, Target Audience.	**25%**

Pedagogy for Course Delivery:

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**

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down)					
Weightage (%)	15	5	10	5	70

H. Text and References:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Savita Bhan-Managing Presentations; Wakhlu,
- Palmer's- Stage Management, Lighting and Sound
- Walters, Graham -Stage Lighting step-by-step;
- W.Oren& Wolf, R.Craig -Scene Design and Stage Lighting; Parker,
- Gaur, Sanjaya S &Saggere,S.V.-Event Marketing & Management;
- Hoyle Jr., Leonaed H.- Event Marketing
- Lynn Van Der Wagem -Event Management
- Angus, Robert B.-Planning, Performing & Controlling

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction To Media Planning (MP)	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
2	Defining Media Planning	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
3	Objectives Of MP	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
4	Importance Of MP In the Current Scenario	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
5	Developing Media Strategy-The Media Mix	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
6	Factors Influencing Media Strategy Decisions; Media Types Characteristic of Major Media Forms	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
7	Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
8	Matching Media & Market-Geographical Selectivity, Reach & Frequency.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
9	Media Briefing; Media Scheduling; Media Plan & Strategy Development Process.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
10	Media Budgeting (Traditional & Modem Methods)	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
11	Media Buying Functions; New Trends in Media Buying	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
12	Defining Events and Event Management; Types And	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam

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13	Scope And Importance of Events	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
14	Types And Sizes of Events, Relationship Between-Events, Advertising and PR	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
15	5 C's of An Event	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
16	Departments In an Event Management Company; Designing of An Event; Event Logistics	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
17	Event Production- Theme, Decor, Stage Set-Up, Lighting, Sound, Camera	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
18	Event Research – Importance; Event Proposal; Pitching Process.	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
19	Event Scheduling; Event Marketing & Crisis Management	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
20	Case Study, Importance and Process of Event Evaluation	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
21	Establishing Tangible Objectives and Sensitivity in Evaluation	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
22	Evaluation From the Point of View of: Client.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
23	Evaluation From the Point of View of: Organizer.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
24	Evaluation From the Point of View of: Target Audience.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC403.1	Understanding that EM companies function as independent organizations.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
JMC403.2	Develop the understanding of the events as prevalent tools of marketing.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
JMC403.3	Analyzing the role of events in building/developing corporate image.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
JMC403.4	Provide an insight into the important aspects of crisis/risk management in events.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JMC403.5	Creating a combination of PR, advertising and promotions that help a corporate organization.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –IV) 2020-21

Class: BA(J&MC) IV Semester

Subject Name: JMC403 MEDIA PLANNING AND EVENT MANAGEMENT	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Understanding that EM companies function as independent organizations.

CO2. Develop the understanding of the events as prevalent tools of marketing.

CO3. Analyzing the role of events in building/developing corporate image.

CO4. Provide an insight into the important aspects of crisis/risk management in events.

CO5. Creating a combination of PR, advertising and promotions that help a corporate organization.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of media planning in the current scenario, and how does it contribute to developing effective media strategies?	3
CO2	Q.2a	In media planning, how is the matching of media with market achieved, considering geographical selectivity, reach, and frequency?	3
	Q.2b	Explain the media planning process, covering media briefing, scheduling, and the development of media plans and strategies. How is media budgeting approached using traditional and modern methods?	3
CO4	Q.3	What functions does media buying serve in the media planning process, and what are the new trends in media buying?	6
CO3	Q.4	Explore the 5 C's of an event and the departments within an event management company. Discuss the design, logistics, and production aspects of organizing an event.	3

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CO5	Q.5a	Why is event research important, and what does the event proposal and pitching process entail?	3
	Q.5b	How do you establish tangible objectives and sensitivity in event evaluation? Explain the evaluation perspectives from the client, organizer, and target audience.	3
CO3	Q.6	Discuss the functions of media buying within the media planning process. How have new trends influenced the way media buying is approached?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course MEDIA PLANNING AND EVENT MANAGEMENT /JMC 403 is level 2 for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to New Media
Course Code : JMC 404, Crédits : 03, Session : 2020-21 (Even Sem.), Class : BA (J&MC) 2nd Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: The course will help students to learn the new edge media.

B. Course Outcomes: At the end of the course, students will be able to:
JMC404.1. In this course students will understand the emergence of the new 'reader'.
JMC404.2. They will come to know about convergence of media and technology.
JMC404.3. The course is designed to enable the student to understand the changing role of media professionals.
JMC404.4. They will be introduced to the concepts of web journalism.
JMC404.5. Understand the New Media production process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

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C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Introduction to New Media	**30%**
• New Media Vs Cyber Media, Characteristics of New Media, • Principles of New Media Mapping, • Interface, Analogue Vs Digital technology, • Digitization of media· media • convergence, Information Superhighway, Social media	
Module II Web Journalism	**40%**
• Overview of Web Journalism , News is a conversation now – participative newsrooms structure, • Trends in web/online Journalism & Communication, Qualities New Media journalist , • Mobile Journalism (MOJOs), • Content management, Trends in Online Reporting & Editing	
Module III Understanding New Media Technologies & Applications	**30%**
• Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, • Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, • SEO, Digital Marketing	

E. Examination Scheme:

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Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
2	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
3	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
4	New Media Vs Cyber Media,	Lecture	JMC404.1	Mid Term-1, Quiz &

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	Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media *convergence, Information Superhighway, Social media*			End Sem Exam
5	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
6	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
7	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
8	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
9	New Media Vs Cyber Media, Characteristics of New Media,	Lecture	JMC404.2	Mid Term-1, Quiz &

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	Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media			End Sem Exam
10	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
11	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
12	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
13	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam

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14	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
15	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
16	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
17	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
18	Overview of Web	Lecture	JMC404.3	Mid Term-

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	Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing			1, Quiz & End Sem Exam
19	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
20	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
21	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
22	Overview of Web Journalism , News is a	Lecture	JMC404.3	Presentation, Quiz

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	conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing			& End Sem Exam
23	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
24	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
25	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
26	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam

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	derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
27	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
28	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
29	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
30	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
31	Blogging Vs Microblogging,	Lecture	JMC404.4	Presentation, Quiz

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	Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			& End Sem Exam
32	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.4	Presentation, Quiz & End Sem Exam
33	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.4	Presentation, Quiz & End Sem Exam
34	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam
35	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam

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	database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
36	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 404.1	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**

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JMC 404.2	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 404.3	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 404.4	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 404.5	*Understand the New Media production process*	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-IV) 2020-21						
Class: BAJMC I Semester						
Subject Name: JMC404 INTRODUCTION TO NEW MEDIA		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course students will understand the emergence of the new 'reader'. CO2: They will come to know about convergence of media and technology.						
CO	Question No.	Question				Marks

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Map			
CO1	Q.1	What is Buzz Mining? Explain with example.	3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?	3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.	3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.	6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.	3
CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.	3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.	3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to New Media*** /Course code ***404*** is level 2 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Fake News and Media Literacy
Course Code : JMC 405, Crédits : 3, Session : 2020-21 (EVEN), Class BAJMC 4th Sem
Faculty Name : Siddharth Sharma

Introduction: "Fake news" has captured the attention of politicians, the media, and the general public since 2016. But the concept is hardly new; it has existed in some form for centuries. In this course, we will explore the history of fake news in different media, culminating in an examination of the modern phenomenon of fake news. We will learn information literacy techniques for evaluating news sources and will study a specific contemporary manifestation of "fake news" in depth.

Course Outcomes: At the end of the course, students will be able to:

- BJM-405.1- The introduce students to define fake news and discuss its history
- BJM-405.2- Describe the modern phenomenon of fake news and discuss its significance
- BJM-405.3- Identify sources of false or misleading information on a variety of media platforms
- BJM-405.4- Evaluate news and other information outlets for bias
- BJM-405.5- Describe how news items are created and disseminated across different types of media and social networks

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required	A	5%

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	to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : History of Fake News	**35 %**
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information	
Module-II Media literacy and Real news	**35%**
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives	
Module III: Basic tools and techniques to combat fake news	**30 %**
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics.	

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Factchecking organisations around the worl	

Teaching Pedagogy:

C. The course will be delivered through a combination of lectures, discussions and task-based activities.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

E. Media management in the age of Giants; Herrick, Dennis.H. • The Indian Media Business; Kohli, Vanita • Mass Communication in India; Aggarwal, Veerbala • Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age Paperback – April 1, 2018

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Characteristics of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
3	Variations of fake news, Information cycle of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
4	Identifying and dealing with fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
5	Credible sources and	Lecture	JMC	Mid Term-

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	organizations		405.1	1, Quiz & End Sem Exam
6	. Distinguish among different kinds of information and media: news, commentary/opinion, advertising,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
7	publicity, entertainment, propaganda, persuasion, raw information	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
8	Concept of Dis-information, Mis-information& Mal-information,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
9	Narratives in disinformation and misinformation,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
10	Elements of Information disorder	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
11	Phases of Information disorder.	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
12	Identify key characteristics of Real News:	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
13	Verification, accountability, independence,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
14	multiple perspectives.	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
15	Identification of fake accounts or bots,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of Red Flag,	Lecture	JMC	Mid Term-

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			405.2	1, Quiz & End Sem Exam
18	Types of common false or misleading visual content:	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
19	Wrong time/wrong place content,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
20	manipulated content,	Lecture	JMC 405.3	Mid Term-1, Quiz & End Sem Exam
21	Staged content. Tools: -	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
22	Reverse Image Search,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
23	YouTube Data Viewer,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
24	EXIF Viewer,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
25	Geolocation,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
26	Weather corroboration,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
27	Metadata Analysis,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
28	Shadow analysis,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
29	Image forensics.	Lecture	JMC 405.3	Mid Term-2, Quiz &

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				End Sem Exam
30	Factchecking organisations around the world	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
31	Features	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
32	Writings in research	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
33	Dummy model	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC405.1	The course designed to define fake news and discuss its history	3	3	1	3	1	**3**	**3**	**3** **3**	2	**3**	**2**		**3**	**2**	**1**

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JMC405.2	describe the modern phenomenon of fake news and discuss its significance	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
JMC405.3	Identify sources of false or misleading information on a variety of media platforms	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC405.4	Evaluate news and other information outlets for bias	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC405.5	describe how news items are created and disseminated across different types of media and social networks	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication IV MID-SEMESTER (SEM –IV) 2020-21						
Class: BAJMC.IV Semester						
Subject Name: JMC-405: Fake News and Media Literacy		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to CO1: List the broad perceptive of News gathering and beats .CO2: Basic principles and rules of proof reading			
CO Map	Question No.	Question	Marks
CO1	Q.1	What defines "fake news" and how does it differ from misinformation and disinformation?	3
CO1	Q.2a	How does the spread of fake news and disinformation impact public discourse and democratic processes?	3
	Q.2b	What are some common techniques used to create and disseminate fake news and disinformation?	3
CO1	Q.3	How do social media platforms contribute to the spread of fake news and disinformation, and what measures are being taken to address this issue?	6
CO2	Q.4	What role do confirmation bias and echo chambers play in the consumption and propagation of fake news and disinformation?	3
CO2	Q.5a	how can individuals critically evaluate information sources to distinguish between legitimate news and fake news?	3
	Q.5b	What are the potential consequences of believing and sharing fake news and disinformation?	3
CO2	Q 6	How do governments and organizations combat fake news and disinformation without infringing on freedom of speech?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course : ***Fake News and Media Literacy*** /Course code ***JMC-405*** is level 2 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course : Digital Skills for Media IV
Course Code : JMC 406 Crédits :02 Session : 2020-21 (Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 406 .1. Understand the concepts of Graphics & design.
BAJMC 406.2. Various digital media formats
BAJMC 406.3. Multimedia & its interactive style of working
BAJMC 406.4. Evaluate the different ideologies in the field of graphics & editing
BAJMC 406.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. **Assessment Plan:**

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. **Syllabus:**

Course Contents/Syllabus:	Weightage
Module I : Graphics	**25%**
Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	
Module II: Introduction Of Image	**35 %**
Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	
Module Iii: Animation	**40 %**
Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	

E. Examination Scheme

Lab/ Practicals: Training of Graphics and Animation Software

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

Viva: The Viva of this practical will be conduct by the Industry Expert. Text & References

F. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- **T**aylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

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F. **Lecture Plan**

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
2	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
3	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
4	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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	Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.			
5	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
6	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
7	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
8	Image, Image Types: Method Of Storing &	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem

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	Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			Exam
9	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
10	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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11	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
12	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
13	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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	And Dithering, Image Size			
14	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
15	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
16	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam

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	Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
17	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
18	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
19	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam

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	Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
20	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
21	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
22	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation,	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
23	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
24	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire,	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Explosion Etc. And Rendering			
25	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
26	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
27	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
28	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
29	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera,	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam

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	Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
30	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
31	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
32	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam

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	Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
34	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam
35	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam

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	Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
36	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam

G. **Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 406. 1.	Understand the concepts of Graphics & design.	3	3	1	3	1				2		2	1			
JMC402. 2	Various digital media formats	3	2	2	2	2				2		1	1			
JMC 406.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
JMC 406.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
JMC406. 5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –IV) 2020-21						
Class: BA(J&MC) IV Semester						
Subject Name: BAJMC-406 Digital Skills for Media-IV		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to CO1: List the Different designing software and concept.CO2: Apply different application as per need.			
CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Digital skills for media IV /Course code ***JMC 406*** is level **3** for the academic year 2020-21.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Television Production
Course Code : JMC 407 Credit : 2 Session : 2020-21 (Odd Sem.), Class : BAJMC. 4th Sem
Faculty Name : Sandeep Kumar

A. **Introduction:** This course is meant to Equip students with comprehensive skills in television production, covering technical proficiency, creative storytelling, effective pre-production planning, collaborative teamwork, and critical analysis of production choices to prepare them for diverse roles in the industry.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 407.1. Demonstrate proficiency in operating television production equipment and technology.

JMC 407.2. Apply principles of visual storytelling to create compelling narratives for television.

JMC 407.3. Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects..

JMC 407.4. Collaborate with a production team to successfully execute live television broadcasts and recorded programs.

JMC 407.5. Evaluate and analyze the impact of television production choices on audience engagement and viewer experience.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Midterm	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Suggested Text/Reference Books:

- "Television Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Television Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

E. Course Articulation Matrix

Sample

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 407.1	Demonstrate proficiency in operating television production equipment and technology.	3	3	1	3	1				2		2	1			

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JMC 407.2	Apply principles of visual storytelling to create compelling narratives for television.	3	2	2	2	2				2		1	1			
JMC 407.3	Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects.	3	2	2	2	2				3		3	1			
JMC 407.4	Collaborate with a production team to successfully execute live television broadcasts and recorded programs	3	3	2	3	2				1		2	1			
JMC 407.5	Evaluate and analyze the impact of television production choices on audience engagement and viewer experience	2	2	1	2	3				2		2	1			

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***TELEVISION PRODUCTION*** /Course code ***JMC 407*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Advanced Research in Media Studies
Course Code : JMC 501, Crédits : 3, Session : 2020-21 (ODD), Class BAJMC 5th Sem
Faculty Name : Dr. Sumit Narula

Introduction: The course aims at teaching applied research can put theory to the test, it may add to conceptual clarification and integrate previous existing theories. Thus, central aim of applied research is to find out a solution for some pressing practical problem.

Course Outcomes: At the end of the course, students will be able to:

- JMC-501.1- The introduce students to the application of research in mass communication
- JMC-501.2- explore the various forms of research in different media
- JMC-501.3- introduce students to the variety of tools used in different forms of media research
- JMC-501.4- introduce them to the concept of research paper/articles and their execution
- JMC-501.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination.	A	5%

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	The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: – Correlation & Regression Analysis	**25 %**
Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R2; Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Pape	
Module II: Test of Significance	**25%**
Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III: Analysis of Variance (ANOVA) and Time	**25 %**
Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Method	**25%**

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Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett's Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

Teaching Pedagogy:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for application of media research

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint.Singapore: Wadsworth. • Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National Universityof Journalism and Communication, Bhopal. • C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. NewDelhi: New Age International. • Research reports of Neilson, Indi

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning, Concept and Characteristics of Correlation	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Correlation:	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Type (Postive, Negative and Zero),	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
4	Audience Analysis;	Lecture	JMC 501.1	Mid Term-1, Quiz &

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				End Sem Exam
5	Process, Effect and Impact Research	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
6	Research in Newspaper and Magazine Circulation	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
7	Research; Readership	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
8	Research; Readability	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
9	Research Research in Television and Radio Rating Method;	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
10	Non – rating Method Research in Public Relation Industry	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
11	research; News tracking research;	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
12	Competitive analysis	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
13	Research in New Media: Social Media Research;	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
14	Research on Online usage	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
15	Statistics applied in Research:	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem

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				Exam
17	Frequencies and Percentages;	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
18	Measures of Central tendency:	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
19	Mean,	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
20	median and mode;	Lecture	JMC 501.3	Mid Term-1, Quiz & End Sem Exam
21	Measures of Dispersion: Range,	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
22	standard deviation	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
23	and mean deviation;	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
24	Simple correlation	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
25	correlation	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology data;	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
27	Environmental database	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
28	Factor Analysis: Meaning, Interpretation,	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam

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29	Application, Principle Component Method with Varimax Rotation,	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
30	KO Barlett's Test for Validity with SPSS,	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
31	Identification of Factors through loading with SPSS	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
32	Advantage and Limitation of Factor Analysis	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
33	Cross Tabulation and Chi-square Test with SPSS	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
34	One-way ANOVA: Meaning, Interpretation	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
35	Application and Calculation with SPSS	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
36	Time Series Analysis	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC501.1	The course designed to media research analysis for	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	source, message, channel and audience concept															
JMC501.2	The course will help students develop the applications of media research in print, electronic and PR industry	3	2	2	2	2	3	3	2	2	1	3		2	3	3
JMC501.3	Prepare media research plans for the above mentioned industries	3	2	2	2	2	2	3	3	3	2	3		3	3	3
JMC501.4	Apply the basic statistical processes in various media research studies	3	3	2	3	2	2	3	2	1	2	3		3	2	1
JMC501.5	The course will also help develop knowledge of major media characteristics and applied research in industry	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication V MID-SEMESTER (SEM –V) 2020-21
Class: BAJMC.V Semester

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Subject Name: JMC-501 Applied Research in Media Studies		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of applied research & ethics
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some common methodologies used in applied research, and how do they differ from those used in theoretical research?	3
CO1	Q.2a	What is one-way ANNOVA? Explain.	3
	Q.2b	How do researchers ensure that their findings from applied research are relevant and applicable to the target audience or problem?	3
CO1	Q.3	What is KO Barlett's Test for Validity with SPSS?	6
CO2	Q.4	How does collaboration between researchers and stakeholders, such as industry partners or government agencies, enhance the effectiveness of applied research?	3
CO2	Q.5a	What role does data analysis and interpretation play in applied research, and how do researchers ensure the validity and reliability of their findings?	3
	Q.5b	How do researchers disseminate the results of applied research to maximize its impact and implementation?	3
CO2	Q 6	What are some challenges commonly faced by researchers in the field of applied research, and how can they be addressed to facilitate the translation of research findings into practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advanced Research in Media Studies***/Course code ***JMC-501*** is level 2 for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course Name : Introduction to Data Journalism
Course Code : JMC 502. Crédits : 2, Session : 2020-21 (Odd), Class BAJMC 5th Semester
Faculty Name : Mr. Siddharth Sharma

A. **Introduction:** The course aims to introduce basic concepts of news and the news process. It will also illustrate the history of the press in India and the role of pioneers during the independence struggle. In addition, it will describe the growth of the press post-independence.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC502.1 To understand basic knowledge of the emerging concepts of Data Journalism.
- JMC502.2 To understand the knowledge of working with spreadsheet.
- JMC502.3: To understand the basic knowledge about the data driven stories.
- JMC 502.4: To understand the basic knowledge of software's used to visualize data
- JMC 502.5: To understand the use of AI in computing data

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%includesalltypesofleaves Including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Module I: Data Journalism	**Weightage**
What Is Data Journalism, Why Journalists Should Use Data, Importance Of Data, Some Examples, Data Journalism In Different Perspectives, Data Journalism In The Newsroom, Inside A Data Team, How To Turn Numbers Into Stories, The Business Case For Data Journalism, Finding Data To Support Stories, Setting Up 'Data Newswire's, Strategic Searching - Tips And Tricks, Introduction To Scraping, Data Laws And Sources	**35%**
Module II: Finding Story Ideas With Data Analysis	**30%**
Newsroom Math And Statistics, Sorting And Filtering Data In Excel, Making New Variables With Functions, Summarizing Data With Pivot Tables, Correct Bad Formatting, Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	
Module III: Telling Stories With Visualization & Spreadsheets	**35%**
The Main Principles Of Data Visualization, Choosing The Best Graphic Forms, The Art Of Insight, Introduction To Spreadsheet, Basics: Inputting Numbers And Text, Simple Calculations, Simple Formulae, Ordering And Filtering, Simple Graphics, Advanced Pivot Tables, Working With Spreadsheets, Working With Tableau And Google Fusion Tables For More Advanced Graphics And Maps, Making Graphics With Web Tools	

Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience. Data journalism is a hands-on field, so focus on practical application. Include real-world projects, case studies, and simulations to provide students with hands-on experience in collecting, analyzing, and visualizing data.

D. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examin**
Components (Drop down)	**Class Test**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	05	05	10	10	0

E. Suggested Text/Reference Books:

1. Gray, J., Bounegru, L. and Chambers, L. (eds). 2013. The Data Journalism Handbook: How
Journalists Can Use Data to Improve the News.
2. Meyer, Philip. 2011. Precision journalism and narrative journalism: toward a uni ed eld theory.
www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-andNarrative-Journalism-Toward-a-Unied-Field-Theory.aspx
3. Wikipedia. What is CAR? http://en.wikipedia.org/wiki/Computer-assisted_reporting
4. Wikipedia. What is data driven journalism?
http://en.wikipedia.org/wiki/Data_driven_journalism
5. Examples of data-driven journalism by Mindy McAdams:
http://mindymcadams.com/tojou/2012/datajournalism-examples/
6. www.ire.org/tag/philip-meyer-journalism-awards/
7. Data journalism handbook.org. Data Journalism Handbook.
http://datajournalismhandbook.org/1.0/en/
8. Verweij, Peter. 2012. Data journalism: where coders and journos meet.
http://memeburn.com/2012/03/datajournalism- where-coders-and-journos-meet/
9. Thibodeaux, Troy. 2011. Ten tools that can help data journalists do better work, be more ef cient.
www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt

F. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Is Data Journalism, Importance Of Data, Some Examples,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
2	Data Journalism In Different Perspectives, Data Journalism In The Newsroom, Inside A Data Team,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
3	How To Turn Numbers Into Stories, The Business Case For Data Journalism, ,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
4	Setting Up 'Data Newswire's,	Lecture	JMC502.1	Mid Term-1, Quiz &

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	Strategic Searching - Tips And Tricks,			End Sem Exam
5	Introduction To Scraping,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
6	Data Laws And Sources	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
7	Why Journalists Should Use Data,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
8	Finding Data To Support Stories	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
9	Newsroom Math And Statistics,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
10	Sorting And Filtering Data In Excel, Making New Variables With Functions,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
11	Summarizing Data With Pivot Tables, Correct Bad Formatting,	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
12	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
13	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
14	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
15	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
16	Misspellings, Invalid Values And Duplicates, Advanced	Lecture	JMC502.4	Mid Term-1, Quiz &

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	Cleaning Techniques			End Sem Exam
17	The Main Principles Of Data Visualization, Choosing The Best Graphic Forms,	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
18	The Art Of Insight, Introduction	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
19	To Spreadsheet, Basics:	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
20	Inputting Numbers And Text, Simple Calculations,	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
21	Simple Formulae, Ordering And Filtering, Simple Graphics,	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam
22	T Advanced Pivot Tables, Working With Spreadsheets, Working With Tableau And	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam
23	Google Fusion Tables For More Advanced Graphics And Maps,	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam
24	Making Graphics With Web Tools	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1	P01	PO1	PSO1	PSO2	PSO3

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											0	1	2			
CO1	To understand basic knowledge of the emerging concepts of Data Journalism	**0**	**1**	**2**	**1**	**1**	**3**	**2**	-	**-**	**-**	-	-	**1**	**2**	**1**
CO2	To understand the knowledge of working with spreadsheet	**0**	**2**	**1**	**2**	**2**	**2**	**1**	-	**-**	**-**	-		**2**	**1**	**2**
CO3	To understand the basic knowledge about the data driven stories.	**0**	**0**	**1**	**2**	**1**	**2**	**1**	-	**-**	**-**	-		**0**	**1**	**2**
CO4	To understand the basic knowledge of software's used to visualize data	**0**	**1**	**2**	**1**	**1**	**3**	**2**	-	**-**	**-**	-		**1**	**2**	**1**
CO5	To Understand the use of AI in Computing Data	**0**	**2**	**2**	**1**	**1**	**3**	**2**	-	**-**	**-**	-		**1**	**2**	**1**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2020-21						
Class: BAJMC- 5th semester						
Subject Name: JMC502: Data Journalism.		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To understand basic knowledge of the emerging concepts of Data Journalism.
model.CO2: To understand the knowledge of working with spreadsheet

COMap	QuestionNo.	Question	Marks
CO1	Q.1	What is data Journalism? Explain with example.	3
CO2	Q.2a	What are the sources for Data Journalism? Discuss. Discuss the advance cleaning techniques of data.	3
	Q.2b	What are the main principles of data visualization? Explain.	3
CO3	Q.3	Which tools are used for data visualization? Discuss.	6
CO4	Q.4	Discuss the steps of filtering and shorting the data in MS Excel.	3
CO4	Q.5a	How to get started with finding public data sources on the web? Explain.	3
	Q.5b	How Data Journalism keeping an eye of Government? Discuss with some recent examples.	3
CO4	Q6	What is the inverted pyramid of data journalism? Discuss each and every step with example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Data Journalism***/Course code ***JMC 502*** is level **2** for the academic year 2020-21.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: BA(J&MC), Film Appreciation, Direction and Stylization
Course Code : JMC 503, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : JMC. 5th Semester
Faculty Name : Dr. Pranav Mishara

A. **Introduction:** Film Appreciation is intended as a journey through the world of film. You will be introduced to the accumulated critical opinions reviewing 100 years of film-making. Here you can learn more about the passages of film analysis, discussion of film, the period genres, movements in film-style and so much more. This course is useful for professionals who need to be informed and conversant about the film industry; for the layman who wants to know as much as he can about the world of film for his enjoyment; or for the student, hoping to become familiar with the 'lay of-the-land' for film-criticism

B. **Course Outcomes**: At the end of the course, students will be able to:

- **JMC503.1 Describe the value of film viewing and Summarize early film history.**
- **JMC503.2 Define film psychology and Describe general ideas on art theory as a consumer habit**
- **JMC503.3 The student will be able Summarize the filmmaking process and Define 100 years of film styles and movements.**
- **JMC503.4: Define film psychology and Describe general ideas on art theory as a consumer habit**
- **JMC503.5: The students will be able to appraise and interpret the legal, ethical and social aspect of film**

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance isrequiredtobemaintainedbyastudentto be qualified for taking up the EndSemester examination. The allowanceof 25%includesalltypesofleaves includingmedicalleaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Content	Weightage
Module I: **Film Appreciation-I** History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	25%
Module II: **Film Appreciation-II** Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	25%
Module III: Direction & Stylization-I International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways to Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	25%
Module IV Direction & Stylization-II Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors	25%

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

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F. Suggested Text/Reference Books:

- J Film As Film: Understanding And Judging Movies Paperback – August 22, 1993 by V. F.
- Perkins
- Film: A Very Short Introduction, by Michael Wood
- Pattern Recognition, by William Gibson
- Additional References
- Film review in leading Dailies
- Film related feature articles in Sunday Edition of leading dailies
- Film review Blogs

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
2	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
3	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
4	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
5	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
6	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
7	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam

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	Psychology			
8	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
9	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
10	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
11	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
12	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
13	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
14	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam

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15	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
17	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
18	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
19	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Mid Term-1, Quiz & End Sem Exam
20	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Mid Term-1, Quiz & End Sem Exam
21	International Film Directors To Know; How To Get Your Money's Worth At The Movies;	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam

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	New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
22	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
23	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
24	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
25	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
26	International Film Directors To Know; How To Get Your Money's Worth At The Movies;	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam

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	New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
27	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
28	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
29	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
30	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
31	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
32	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam

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	Indian Cinema. Case Studies Of Different Cinema And Directors.			
33	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
34	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
35	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
36	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC502.1	Describe the value of film viewing and Summarize early film history.	**-**	**2**	**3**	**2**	**-**	**-**	**-**	**2**	**3**	**-**	**2**	**3**

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JMC502.2	Define film psychology and Describe general ideas on art theory as a consumer habit	**-**	**1**	**3**	**2**	**-**	**-**	**-**	**2**	**3**	**-**	**2**	**3**
JMC503.3	The student will be able Summarize the filmmaking process and Define 100 years of film styles and movements.	**-**	**-**	**3**	**1**	**-**	**-**	**-**	**1**	**2**	**-**	**1**	**2**
JMC503.4	The students will be able to appraise and interpret the legal, ethical and social aspect of film	**-**	**2**	**2**	**2**	**-**	**-**	**-**	**--**	**1**	**2**	**2**	**1**
JMC503.5	The students will be able to appraise and interpret the legal, ethical and social aspect of film	-	2	2	2	-	-	-	--	1	2	2	1

SampleQuestionPaper

Amity School of Communication IMID-SEMESTER(SEM-5)2020-21						
Class: BAJMC V Semester						
Subject Name: JMC503 FILM APPRECIATION, DIRECTION AND STYLIZATION		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Co1 Describe the value of film viewing and Summarize early film history. Define film psychology and CO2Describe general ideas on art theory as a consumer habit			
CO Map	Questions.	Question	Marks
CO1	Q.1	Elaborate the difference between narrative and non-narrative cinema.	3
CO1	Q.2a	Explain any two film movements in the world cinema.	3
	Q.2b	What do you understand by mise-en-scene?	3
CO2	Q.3	Elucidate the case study of a renowned Indian filmmaker and his filmmaking technique.	6
CO2	Q.4	What is cinema regarded as a combination of several different art forms?	3
CO2	Q.5a	Explain in brief about the history of filmmaking in India.	3
	Q.5b	What are different types of FILMS	3
CO2	Q6	Explain the process of censor board in India?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Appreciation, Direction and Stylization /Course code ***JMC 503*** is level 1 **for** the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Writing Skills for New Media
Course Code : JMC 504, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : BA (J&MC) 3rd Year
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students with *the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape*

B. Course Outcomes: At the end of the course, students will be able to:

JMC504.1. In this course students will understand the emergence of the new 'reader'.
JMC504.2. They will come to know about convergence of media and technology.
JMC504.3. The course is designed to enable the student to understand the changing role of media professionals.
JMC504.4. They will be introduced to the concepts of web journalism.
JMC504.5. Understand the New Media production process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: New Media Writing	**30%**
• Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, • Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, • The Lingo Of Social Media Networks	
Module II Applications Of New Media Writing	**40%**
• Blogging And Buzz Mining: Strengths And Weakness, Future Scope, • Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, • Citizen Journalism, Hacking, • Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use,	

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• Creative Commons	
Module III Liner Writing And Interactive Writing • Hyper Text And Hyper Media: A Web Not A Chain, • Hyper Text And Hyper Media In Action, • The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, • Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	**30%**

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical
- Introduction

- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
2	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
3	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam

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	Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks			
4	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
5	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
6	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
7	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
8	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
9	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam

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	Media Networks			
10	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
11	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
12	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
13	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
14	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
15	Blogging And Buzz Mining: Strengths And Weakness, Future	Lecture	BAJMC504.2	Mid Term-1, Quiz &

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	Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons			End Sem Exam
16	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504. 2	Mid Term-1, Quiz & End Sem Exam
17	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504. 2	Mid Term-1, Quiz & End Sem Exam
18	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504. 3	Mid Term-1, Quiz & End Sem Exam
19	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop,	Lecture	BAJMC504. 3	Mid Term-1, Quiz & End Sem Exam

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	Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons			
20	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Mid Term-1, Quiz & End Sem Exam
21	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
22	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
23	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam

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	Culture And Debate Over Plagiarism, Fair Use, Creative Commons			
24	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
25	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
26	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
27	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam

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	Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
28	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
29	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
30	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
31	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media,	Lecture	BAJMC504.4	Presentation, Quiz & End Sem Exam

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	Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
32	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.4	Presentation, Quiz & End Sem Exam
33	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.4	Presentation, Quiz & End Sem Exam
34	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.5	Presentation, Quiz & End Sem Exam
35	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And	Lecture	BAJMC504.5	Presentation, Quiz & End Sem Exam

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	Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
36	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 504.1	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 504.2	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 504.3	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**

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JMC 504.4	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 504.5	*Understand the New Media production process*	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2020-21						
Class: BAJMC V Semester						
Subject Name: JMC504 Basics of Graphic Design		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course, students will understand the emergence of the new 'reader'. CO2: They will come to know about the convergence of media and technology.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Buzz Mining? Explain with example.	3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?	3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.	3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.	6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.	3

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CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.	3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.	3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***WRITING SKILLS FOR NEW MEDIA*** /Course code ***JMC 504*** is level 1 **for** the academic year 2020-21.

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Amity School of Communication
Course Handout
Course: BA(J&MC), Media Conflict and Peace Building
Course Code : JMC 505, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : BAJMC. 5th Year
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** This course is meant to explore the dynamic interplay between media, conflict, and peace building, examining how various forms of media contribute to or mitigate conflicts. Analyse case studies, media strategies, and communication interventions to develop insights into fostering peace through media in diverse socio political contexts.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 505.1. To develop an understanding of how this media content influences us and how we can influence others

JMC 505.2. Use these media skills to critique the media with the media.

JMC 505.3. Identify, implement and evolve conceptual understanding of the subject.

JMC 505.4. Students will be able To understand the role of Media during War and Conflict.

JMC 505.5. Enable students to understand role of media agencies in the surrounding area.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus:

	Weightage
Module I: Role of Media and Communication in Conflict	**40 %**
Descriptors/Topics Peace journalism, War Journalism, Reporting Conflict: Impact of the global/national/Local Press, Conflict and Communication: Journalists in Conflicts and Conflict Resolution, News Media in National and International conflict, Legal conditions and mandates for media interventions, Public information, media, and the mandate	
Module II: Media and Communication in Conflict Prevention and Peace-	**40%**
Descriptors/Topics Media's Role in the Escalation of Violent Conflicts, Media as a Conflict Generator, Media as Conflict Mitigator, Resolver (Communal riots, terrorism agents), Media and conflict resolution: Phases and Nature of Media for Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring and beyond	
Module III: ICT and Peacebuilding	**20 %**
Descriptors/Topics ICT for Conflict Transformation and Peace building, Challenges Future for ICT in Peace building, ICT during warfare and Terrorism	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Ahmar, M., 1999. The Media of Conflict. War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Allan, T. and Seaton, J. 1999. The Media of Conflict: War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Arno, A. and Dissanayake, W. 1984. The News Media in National and International Conflict. London: Westview Press.
- Azar, E 1990, The Management of Protracted Social Conflict, Dartmouth, Aldershot. Bromley,

M. and Sonnenberg, U. 1998. Reporting Ethnic Minorities and Ethnic Conflict. Beyond Good and Evil. Maastrict: European Journalism Center.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
2	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	AJMC105.1	Mid Term-1, Quiz & End Sem Exam
3	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public	Lecture	AJMC105.1	Mid Term-1, Quiz & End Sem Exam

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	Information, Media, And The Mandate			
4	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
5	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
6	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
7	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem

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	Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate			Exam
8	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
9	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
10	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam

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	,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate			
11	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
12	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
13	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam

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	Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond			
14	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
15	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
16	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies:	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam

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	Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond			
17	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
18	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
19	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia,	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam

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	Kosovo, Arab Spring And Beyond			
20	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
21	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Presentation, Quiz & End Sem Exam
22	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And	Lecture	BAJMC505.2	Presentation, Quiz & End Sem Exam

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	Beyond			
23	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Presentation, Quiz & End Sem Exam
24	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
25	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
26	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
27	ICT For Conflict Transformation And Peace Building, Challenges	Lecture	BAJMC505.3	Presentation, Quiz & End

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	Future For ICT In Peace Building, ICT During Warfare And Terrorism			Sem Exam
28	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
29	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
30	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
31	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
32	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
33	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
34	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem

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	In Peace Building, ICT During Warfare And Terrorism			Exam
35	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
36	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC505.1	To develop an understanding of how this media content influences us and how we can influence others **.**	3	3	1	3	1				2		2	1	2	2	2
BAJMC505.2	Use these media skills to critique the media with the media.	3	2	2	2	2				2		1	1	1	3	1
BAJMC505.3	Identify, implement and evolve conceptual understanding	3	2	2	2	2				3		3	1	2	2	2

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	of the subject.															
BAJMC505.4	Students will be able To understand the role of Media during War and Confict.	3	3	2	3	2				1		2	1	1	3	1
BAJMC505.5	Enable students to understand role of media agenfies in the surrounding area.	2	2	1	2	3				2		2	1	1	3	1

Sample Question Paper

Amity school of Communication 2020-21						
Class: BA(J&MC)						
Subject Name: Media Conflict and Peace Building		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the role of media in shaping conflict narratives	6
CO1	Q.2	What are the key factors that contribute to media's influence on public understanding of conflicts?	6
	Q.3	Discuss the role of media in promoting social justice and peace.	6
CO1	Q.4	Analyze the relationship between media representations and the perception of historical	6

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		conflicts.	
CO2	Q.5	Evaluate the impact of media in framing peace-building initiatives.	6
CO2	Q.6	Enumerate the ethical considerations in media coverage related to conflict and peace.	6
	Q.7	Examine the portrayal of conflict in contemporary media and its effects on public opinion.	10
CO2	Q.8	Compare traditional and modern media approaches in covering conflicts and peace-building efforts.	10
CO3	Q.9	Assess the role of media in amplifying or challenging elitist perspectives in democracy and peace processes.	10
CO3	Q.10	Critically analyze how media narratives shape the concept of sovereignty in the context of peace and conflict.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Conflict and Peace Building** /Course code ***JMC 505*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course: Corporate Communication & Brand Management
Course Code : JMC 506, Credits : 03, Session : 2020-21 (Odd Sem.), Class : BAJMC. 5th Sem
Faculty Name : Dr. Adhirit Chandra Pati Tripathi

A. Introduction: This course is meant to develop strategic communication skills for corporate environments, focusing on brand management. Enhance understanding of brand identity, crisis communication, and stakeholder engagement, fostering effective corporate communication strategies and image building.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 501.1 : To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

JMC 501.2: To enable the students to integrate various functions with organizational goals and strategies.

JMC 501.3: To provide hands-on training on planning and production of brand and social campaigns.

JMC501.4 : To provide skills on various relevant software especially in media planning and production of campaigns.

JMC501.5 : Enable students to understand brand management strategies in the surrounding area.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	**25 %**
Descriptors/Topics **Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).**	
Module II: Corporate Communication Strategies and Tools & Applications	**25%**
Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC	
Module III: Brand Management	
Descriptors/Topics **The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building:** **The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?,**	**25 %**
Module IV: Integrated Mass Communication and Planning	**25 %**
Descriptors/Topics **Meaning and Evaluation of IMC, Key elements &Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.** **IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation,**	

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IMC and Ethical, Social, and Legal Issues, IMC and Measuring Effectiveness	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
- DAVID AAKER: Building Strong Brands (Free Press, 1995)
- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
- HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd.

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	***Defining Corporate Communication. Why Corporate Communication Is Important?,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
2	***Defining And Segmenting Stakeholders In***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam

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	Corporate Communication,			
3	***Various Kinds Of Organizational Communications, Elements Of A Corporate Communication Plan,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
4	***Trade Media And Its Relevance In CC, Media (Press Kits,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
5	***Developing Media Linkages,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
6	***Press Releases-Announcements,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
7	***Trend Press Releases,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
8	***Feature Study Releases,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
9	***Major Announcements,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
10	***Corporate Communication Strategies And Tools & Applications:***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
11	***Crisis Communication, Corporate Image Management, Corporate Identity,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
12	***Events, Sponsorships, Trade Shows, Corporate Advertising,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
13	***CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam

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14	***Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics In CC***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
15	***Public Affairs/Government Relations***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
16	***/Advocacy/ Lobbying/,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
17	***Case Studies, Laws & Ethics In CC***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
18	***Laws & Ethics In CC***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
19	***Brand Management: The Concept Of A Brand,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
20	***Characteristics Of Brands (Generic, Expected, Augmented, Potential),***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
21	***The Importance Of Brand Planning, Issues Influencing Brand Potential,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
22	***Understanding The Branding Process And Advertising Perspective,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
23	***Brand Positioning, Brand Benefits,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
24	***Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
25	***Understanding Brand Management, Digital Brand Building: The FLIRT Model,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam

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26	***What Is A Global Brand?***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
27	***How Can Indian Brands Become Global?***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
28	***Product Research— Important Tools And Analysis, Brand Anatomy,***	Lecture	BAJMC501.4	Mid Term-1, Quiz & End Sem Exam
29	***Strategy And Structure, Brand-Positioning, Personality, Image,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
30	***Brand Extensions-Advantages & Pitfalls, Brand Architecture,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
31	***How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
32	***The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
33	***The Making Of Indian & Global Brands,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam

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34	***Leveraging Secondary Brand Associations***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
35	***To Build Brand Equity,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
36	***Various Case Studies***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC501.1	To provide basic and emerging concepts and principles in relation to better	3	3	1	3	1				2		2	1			

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	decision making in Corporate Communication and Brand Management															
BAJMC501.2	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2		1	1			
BAJMC501.3	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3		3	1			
BAJMC501.4	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1		2	1			
BAJMC501.5	Enable students to understand brand management strategies in the surroun	2	2	1	2	3				2		2	1			

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	ding area.															

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM–5) 2020-21						
Class: BAJMC-5th Semester						
Subject Name: Corporate Communication & Brand Management BAJMC 501		Time: 1.5 Hrs		Max.Marks:30		
Levels of questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management
CO2: To enable the students to integrate various functions with organizational goals and strategies.

COs	Question No.	Question	Marks
CO1	Q.1	What are different types of stakeholder in an organization?	3
CO1	Q.2a	What is corporate identity? Write down the difference between logo, identity and image?	3
	Q.2 b	State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity	3
CO2	Q.3	Explain the term perceptual mapping.	6
CO2	Q.4	Write down the tools that are used for market research	3
	Q.5a	"New media technology has made advertisement messages	3

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CO3		more effective". Explain	
	Q.5 b	What the different features of crisis.	3
CO3	Q6	Elaborate crisis management? Cite few types of crisis that can emerge in an organization.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communication & Brand Management** /Course code ***BJM 506*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Digital skills for Media V
Course Code : JMC 507, Crédits : 2 Session :2020-2021, Class : BAJMC Vth Semeter
Faculty Name :Sanjay Singh Sikarwar

A. Introduction: Website design today is more visual and streamlined than ever before. It is also more complicated and strategic from a design and optimization standpoint. Essentially, we build websites that are created to look like we didn't design them too much. We work hard to make it look simple. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web design standards and why they're important, and learn to create and manipulate images.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 507.1. understand the concepts of Web designing and web portals.
JMC 507.2. Analyze various websites and their structure.
JMC 507.3. Identify, implement and evolve conceptual understanding of the web designing.
JMC 507.4. Evaluate the different technologies such as HTML & CSS..
JMC 507.5. Enable students to understand terminologies & algorithm.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus:

	Weightage
Module I: Web Designing Principles Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept, Why create a web site, Web Standards, Audience requirement.	**25 %**
Module II: Introduction to HTML What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls	**25%**
Module III: Introduction to Cascading Style Sheets Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), CSS Color, Creating page Layout and Site Designs.	**30%**
Module IV: Web Publishing or Hosting Creating the Web Site, Saving the site, Working on the web site, Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites	**20 %**

E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Kogent Learning Solutions Inc., HTML 5 in simple steps Dreamtech Press

A beginner's guide to HTML NCSA,14th May,2003

Murray,Tom/Lynchburg Creating a Web Page and Web Site College,2002

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Murray,Tom/Lynchburg Creating a Web Page and Web Site College,2002

Reference Books

Web Designing & Architecture-Educational Technology Centre University of Buffalo

Steven M. Schafer HTML, XHTML, and CSS Bible, 5ed Wiley India

John Duckett Beginning HTML, XHTML, CSS, and JavaScript Wiley India

Ian Pouncey, Richard York Beginning CSS: Cascading Style Sheets for Web Design Wiley India

Kogent Learning Web Technologies: HTML, Javascript Wiley India

Kogent Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
2	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept,	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam

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	Why Create A Web Site, Web Standards, Audience			
4	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
5	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
6	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
8	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam

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	Layout, Design Concept, Why Create A Web Site, Web Standards, Audience			
9	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
10	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
11	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
12	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia,	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam

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	Working With Forms And Controls			
13	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
14	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
15	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
16	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags,	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam

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	Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls			
17	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
18	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And ControlsWhat Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam

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	Multimedia, Working With Forms And Controls			
19	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
20	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
21	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam

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	Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
22	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
23	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
24	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class,	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam

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	Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
25	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
26	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam

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27	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
28	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
29	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning,	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam

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	Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
30	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
31	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
32	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
33	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
34	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam

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35	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam
36	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
JMC507.1	Define the principle of Web page design	**1**	**-**	**-**	**-**	**2**	**3**	**2**	**-**	**-**	**2**
JMC507.2	Define the basics in web design & Visualize the basic concept of HTML.	**1**	**-**	**2**	**-**	**1**	**2**	**3**	**-**	**-**	**2**
JMC507.3	Recognize the elements of HTML. Introduce basics concept	**1**	**-**	**2**	**-**	**1**	**2**	**2**	**-**	**-**	**2**

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	of CSS.										
JMC507.4	Develop the concept of web publishing	**1**	**-**	**2**	**-**	**1**	**2**	**2**	**-**	**-**	**3**

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 507.1	understand the concepts of Web designing and web portals.	3	3	1	3	1				2		2	1			
JMC 507.2	Analyze various websites and their structure.	3	2	2	2	2				2		1	1			
JMC 507.3	Identify, implement and evolve conceptual understanding of the web designing.	3	2	2	2	2				3		3	1			
JMC 507.4	Evaluate the different technologies such as HTML & CSS..	3	3	2	3	2				1		2	1			

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JMC 507.5	Enable students to understand terminologies & algorithm.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of communication 2020-21						
Class: BAJMC Digital skills for Media V Vth sem						
Subject Name: Digital skills for media V		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is HTML? Why it is markup language	3
CO1	Q.2a	What is Hyperlink? Also write the complete tag used to give a hyperlink on a HTML Page?	3
	Q.2b	What do you understand web browsers? Explain any 2 web browsers	3
CO2	Q.3	Explain the role of design for any website	6
CO2	Q.4	Why SEO is important for any website?	3
CO2	Q.5a	What is Home page in website? Why it is Important?	3
	Q.5b	What do you understand web browsers? Explain any 2 web browsers	3
CO2	Q6	What are the tags? Name 10 different tags.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media V***/Course code ***JMC 507*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : SHORT FILM AND DOCUMENTRY PRODUCTION
Course Code : JMC 508, Crédits : 02 (p), Session : 2022-21 (Odd Sem.), Class : BA (J&MC) V Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
JMC508.1. In this course students will understand the Pre Production.
JMC508.2. In this course students will understand the Production.
JMC508.3. In this course students will understand the Post Production.
JMC508.4. They will be introduced to the concepts of Final Production
JMC508.5. Understand the Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%

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Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Pre Production	**30%**
• Script Development • Script writing • Pilot Script	
Module II Production	**40%**
• Camera • Lighting • Od shoot • Studio Floor	
Module III Post Production	**30%**
• Post Production • Software	

E. Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction

- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Practical Plan

Prectic	**Topics**	**Mode of Delivery**	**Correspo nding CO**	**Mode of Assessing**

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al				CO
1	Pre Production	Practical	JMC508.1	Project & Viva
2	Pre Production	Practical	JMC508.1	Project & Viva
3	Pre Production	Practical	JMC508.1	Project & Viva
4	Pre Production	Practical	JMC508.1	Project & Viva
5	Pre Production	Practical	JMC508.1	Project & Viva
6	Pre Production	Practical	JMC508.1	Project & Viva
7	Pre Production	Practical	JMC508.1	Project & Viva
8	Pre Production	Practical	JMC508.1	Project & Viva
9	Pre Production	Practical	JMC508.2	Project & Viva
10	Pre Production	Practical	JMC508.2	Project & Viva
11	Pre Production	Practical	JMC508.2	Project & Viva
12	Pre Production	Practical	JMC508.2	Project & Viva
13	Production	Practical	JMC508.2	Project & Viva
14	Production	Practical	JMC508.2	Project & Viva
15	Production	Practical	JMC508.2	Project & Viva
16	Production	Practical	JMC508.2	Project & Viva
17	Production	Practical	JMC508.2	Project & Viva
18	Production	Practical	JMC508.3	Project & Viva
19	Production	Practical	JMC508.3	Project & Viva
20	Production	Practical	JMC508.3	Project & Viva
21	Production	Practical	JMC508.3	Project & Viva
22	Production	Practical	JMC508.3	Project & Viva
23	Production	Practical	JMC508.3	Project & Viva

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24	Production	Practical	JMC508.3	Project & Viva
25	Post Production	Practical	JMC508.3	Project & Viva
26	Post Production	Practical	JMC508.3	Project & Viva
27	Post Production	Practical	JMC508.3	Project & Viva
28	Post Production	Practical	JMC508.3	Project & Viva
29	Post Production	Practical	JMC508.3	Project & Viva
30	Post Production	Practical	JMC508.3	Project & Viva
31	Post Production	Practical	JMC508.4	Project & Viva
32	Post Production	Practical	JMC508.4	Project & Viva
33	Post Production	Practical	JMC508.4	Project & Viva
34	Post Production	Practical	JMC508.5	Project & Viva
35	Post Production	Practical	JMC508.5	Project & Viva
36	Post Production	Practical	JMC508.5	Project & Viva
37	Post Production	Practical	JMC508.5	Project & Viva
38	Post Production	Practical	JMC508.5	Project & Viva
39	Post Production	Practical	JMC508.5	Project & Viva
40	Post Production	Practical	JMC508.5	Project & Viva
41	Post Production	Practical	JMC508.5	Project & Viva
42	Post Production	Practical	JMC508.5	Project & Viva
43	Post Production	Practical	JMC508.5	Project & Viva
44	Post Production	Practical	JMC508.5	Project & Viva
45	Post Production	Practical	JMC508.5	Project & Viva
46	Post Production	Practical	JMC508.5	Project & Viva
47	Post Production	Practical	JMC508.5	Project & Viva

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48	Post Production	Practical	JMC508.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 404.1	In this course students will understand the Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 404.2	In this course students will understand the Production.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 404.3	In this course students will understand the Post Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 404.4	They will be introduced to the concepts of Final Production	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 404.5	Understand Production Process	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **SHORT FILM AND DOCUMENTRY PRODUCTION** /Course code ***JMC 508*** is level 2 for the academic year 2020-21.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media & Society
Course Code : JMC 601 **Crédits :** 03, **Session :** 2020-21 (Even Sem.), **Class :** BA (J&MC). 6th Semester
Faculty Name : Siddharth Sharma

Introduction: The course will promote an understanding of the relationship between society and mass media system, through a review of the links between mass media development and social change. Media and Society examines the role of the media in contemporary society and analyses representations of the world found in advertisements, film, television, photographs, and language. The course is focused up on the presentation of theoretical approaches with examples, definitions, issues, questions, and explanations to aid students' understanding.

Course Outcomes: At the end of the course, students will be able to:

1. JMC 601.1: To explore the functions of mass media on society.
2. JMC 601.2: To explore the functions of mass media on culture.
3. JMC 601.3: To Understand the concept of media in relation to its society.
4. JMC 601.4: To study the interrelationship between media content and media audiences.
5. JMC 601.5: To critically examine the role and influence of different media in society.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: History And Culture of India

Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.

Module II: Mass Media & Audience

Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media on Individual, Society and Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature and Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories of Audience-Uses And Gratification Uses And Effects Etc.

Module III: Mass Media As Text

Media As Text.: Approaches to Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media and Popular Culture-Commodities, Culture and Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation of Popular Culture.

Module IV: Media As Consciousness Industry

Social Construction of Reality by Media. Rhetoric Of the Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience as Readers, Audience Positioning, Establishing Critical Autonomy

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

1. Henry Jenkins, Sam Ford & Joshua Green, Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.
3. Data, K B, Mass Media and Society: Issues and Challenges, Akansha, 2007
4. R.W. Brislin, Understanding Culture's Influence on Behavior, Harcourt College Publishers8. HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
5. Kosambi, D.D, The Culture and Civilization of Ancient India in Historical Outline, Vikas Publishing House Pvt Ltd, Delhi, 2001.
6. Gupta, Dipankar (ed.), Social Stratification; Oxford University Press, Delhi, 1993.
7. Srinivas M.N., Dube, Leela, Ed.; Caste: Its Twentieth Century Avataar, Penguin Books

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8. Agnes, Flavia, 'Transgressing Boundaries of Gender and Identity', Economic and Political Weekly, September 7, 2002.

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
2	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
3	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
4	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
5	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Media On Culture; Media And Cultural Imperialism.			
6	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
7	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
8	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
9	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
10	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
11	Why Study Media? Understanding Mass Media.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
12	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
13	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc,	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
14	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
15	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
16	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
17	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
18	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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	Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
19	Brand Management: The Concept Of A Brand,	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
20	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
21	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
22	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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	Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.			
23	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
24	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
25	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology,	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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	Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.			
26	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
27	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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28	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
29	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
30	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
31	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
32	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam

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	Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy			
33	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
34	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
35	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
36	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam

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B. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT				CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	PSO 1	PSO 2	PSO 3
JMC601.1	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management	-	3	2	3	-	1	-	3	-			-	
JMC601.2	To enable the students to integrate various functions with organizational goals and strategies.	-	-	1	2	3	3	2	1	-			-	
JMC 601.3	To Understand the concept of media in relation to its society	-	-	1	2	3	3	2	1	-			-	
JMC 601.4	To study the interrelationship between media content and media audiences.	-	-	1	2	3	3	2	1	-			-	
JMC 601.5	To critically examine the role and influence of different media in society	-	-	1	2	3	3	2	1	-			-	

Sample Question Paper

Amity School of Communication
MID-SEMESTER(SEM–6) 2020-21

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Class: JMC-6th Semester						
Subject Name: Media & Society JMC 601		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms-Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to

CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

CO2: To enable the students to integrate various functions with organizational goals and strategies.

CO Map	Question No.	Question	Marks
CO1	Q.1	*What are different types of stakeholders in an organization?*	3
CO1	Q.2a	*What is corporate identity? Write down the difference between logo, identity and image?*	3
	Q.2b	*State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity*	3
CO1	Q.3	*Explain the term perceptual mapping.*	6
CO2	Q.4	*Write down the tools that are used for market research*	3
CO2	Q.5a	*"New media technology has made advertisement messages more effective". Explain*	3
	Q.5b	*What the different features of crisis.*	3
CO2	Q6	*Elaborate crisis management? Cite few types of crisis that can emerge in an organization.*	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level2
Level	3	IF 80% of students secure more than 60% marks then level3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media and Society /Course code JMC 601 is level 3 for the academic year 2020-21.

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Amity School of Communication

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course: Theories of Communication
Course Code : JMC 111, Crédits : 03, Session: 2021-2022(Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

B. Course Outcomes: At the end of the course, students will be able to:

- **JMC111.1**. Understand the communication process.
- **JMC111**.2: Understand different school of thoughts for communication
- **JMC111.3**. Learn about the different models of communication.
- **JMC111.4**. Learn about the different theories of communication
- **JMC111.5:** Learn about the importance of communication in today's context

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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	Weightage (%)
Module I Understanding Communication	**20%**
Descriptors/Topics Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process)	
Module II Different Thoughts of Communication	**20%**
Descriptors/Topics Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	
Module III Models of Communication	**20%**
Descriptors/Topics Linear Models (Laswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	**40%**
Descriptors/Topics Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

D. Syllabus

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II.

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Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980
- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, Basic Concepts, Definition, Nature, Process and Functions	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
4	Different Schools of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
5	Semiotics, Process	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
6	Different Thoughts of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
7	Indian Perspectives - Sadharanikaran	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
8	Other Seminal Thoughts	Lecture	JMC 111.1	Mid Term-1, Quiz & End

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				Sem Exam
9	Early European Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
10	Rhetoric	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
11	Aristotle	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
12	Sophists	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
13	Modern Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
14	Technological Determinism	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
15	Media System	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
16	Factors and Theories	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
17	Authoritarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
18	Libertarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
19	Socialistic	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
20	Social Responsibility	Lecture	JMC 111.3	Mid Term-1, Quiz & End Sem Exam
21	Development Theory	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
22	Models of Communication	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
23	Linear Models- Laswell	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam

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24	Linear Models- Shannon-Weaver	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
25	Linear Models- Barlow's Scar	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
26	Circular Model- Schramm-Osgood	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
27	Circular Model- Dance Helical Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
28	Triangular Model- Newcomb's Abx Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
29	Gerbner Model	Lecture	JMC 111.4	Quiz & End Sem Exam
30	Westley & Maclean's Model	Lecture	JMC 111.5	Quiz & End Sem Exam
31	Jacobson Model	Lecture	JMC 111.5	Quiz & End Sem Exam
32	Theories of Mass Communication: Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
33	Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach	Lecture	JMC 111.5	Quiz & End Sem Exam
34	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	JMC 111.5	Quiz & End Sem Exam
35	, Dependency Theory, Critical Cultural Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
36	Spiral of Silence	Lecture	JMC 111.5	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 111.1	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	-	-	**1**
JMC 111.2	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
JMC 111.3	Learn about the different models of communication..	2	1	1	2	-	-	-	-	-	1	-	-	**1**
JMC 111.4	Learn about the different theories of communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
JMC 111.5	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2021-2022						
Class: MA(J&MC) I Semester						
Subject Name: JMC111 THEORIES OF COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6

Student will be able to
CO1: Understand the communication process
CO2: Learn about different Models and Theories of Communication

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain different types of communication.	3
CO1	Q.2a	Write about the origin and nature of communication.	3
	Q.2b	What are the basic functions of communication?	3
CO1	Q.3	Define sadharanikaran with suitable example.	6
CO2	Q.4	Discuss Laswell model of communication.	3
CO2	Q.5a	Explain Newcomb's ABX Model of Communication.	3
	Q.5b	Explain Two Step Flow Theory.	3
CO2	Q 6	Explain Spiral of Silence with suitable example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Communication** /Course code ***JMC 111*** is **level 1 for** the academic year 2021-2022.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Print Journalism
Course Code : JMC 112. Crédits : 3, Session : 2021-2022 (ODD), Class JMC 1st Semester
Faculty Name : Ashish Sharma

A. **Introduction:** In the Basics of Print Journalism course, the objective is to familiarise future media analysts and current affairs professionals with crucial skills in critical analysis, statistical methods, and data interpretation. The aim is to establish a robust understanding of intermediate to advanced analytical concepts, enabling students to adeptly navigate the intricacies of media analysis and stay well-informed about current affairs within their respective fields.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-112.1- Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports, and journalistic content
- JMC-112.2- Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.
- JMC-112.3- This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.
- JMC-112.4- The course will equip students with the capability to interpret complex data sets commonly encountered in journalism
- JMC-112.5- The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I: Media History	

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Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	**20 %**
Module II: Anatomy of News	**20 %**
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	**30 %**
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	**30 %**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises.

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co.
- Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*.
- Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th
- Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan
- Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

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G. Lecture Plan:

H. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
2	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
3	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
4	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
5	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
6	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
7	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
8	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
9	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
10	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
11	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
12	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
13	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
14	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Practical	JMC 112-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
15	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Practical	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
16	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
17	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
18	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
19	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-1, Quiz & End Sem Exam
20	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	JMC 112.3	Mid Term-1, Quiz & End Sem Exam
21	Reporting for News Agency, Periodicals and Magazines	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
22	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
23	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
24	Reporting for News Agency, Periodicals and Magazines	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
25	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
26	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Practical	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
27	Reporting for News Agency, Periodicals and Magazines	Practical	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
28	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
29	oof Reading, Typography, eadline, Photo Selection and	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem

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	liting - Page Planning and Layout - portance of Editorial Policies.			Exam
30	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
31	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
32	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
33	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
34	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.5	Mid Term-2, Quiz & End Sem Exam
35	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.5	Mid Term-2, Quiz & End Sem Exam
36	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Theory	JMC 112.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 112.1	Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports,	3	3	1	3	1				2		**3**	**2**	**1**

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	and journalistic content													
JMC 112.2	Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.	3	2	2	2	2				2		**2**	**3**	**3**
JMC 112.3	This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.	3	2	2	2	2				3		**3**	**3**	**3**
JMC 112.4	The course will equip students with the capability to interpret complex data sets commonly encountered in journalism	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 112.5	The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2021-2022						
Class: MAJMC.I Semester						
Subject Name: JMC-112 BASICS OF PRINT JOURNALISM		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of the inverted pyramid style in print journalism, and how does it impact the way news stories are structured?.	3
CO1	Q.2a	How can journalists effectively balance the principles of accuracy and speed in reporting breaking news, especially in the age of digital media?	3
	Q.2b	Discuss the role of fact-checking in print journalism. Why is it crucial, and what are some common challenges journalists face in ensuring accuracy in their reporting?	3
CO1	Q.3	Explain the concept of objectivity in journalism. How can journalists strive to maintain objectivity in their reporting, and what challenges may arise in achieving this goal?	6
CO2	Q.4	In what ways do headlines and captions contribute to the overall impact of a print news article? How can journalists craft compelling and informative headlines that accurately represent the content?	3
CO2	Q.5a	What are the key elements of a well-structured news article, and how do they contribute to effective storytelling in print journalism?	3
	Q.5b	Describe the ethical considerations that journalists must navigate when reporting on sensitive topics. Provide examples	3

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		of how these considerations might influence decision-making in newsrooms.	
CO2	Q 6	How does the inverted pyramid style of writing benefit print journalism, and what types of news stories are best suited for this format?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Print Journalism /Course code ***JMC-112*** is level **2** for the academic year 2021-2022.

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Amity School of Communication
Course Handout
Course Name : Media Designing
Course Code : JMC 113, Credits: 3 Session : 2021-2022 Class : MA J&MC I
Faculty Name : Sanjay Sikarwar

A. Introduction: "Media Designing" introduces students to the creative world of visual communication, covering essential design principles and tools. This course equips participants with the skills to craft compelling and visually impactful media content across various platforms.

B. Course Outcomes: At the end of the course, students will be able to:

JMC 113.1 Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.

JMC 113.2 Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.

JMC 113.3 Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.

JMC 113.4 Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.

JMC 113.5 Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Basics of Design	**30%**
Descriptors/Topics Introduction of Design software, basic need, importance, impact, future. Design element, Design Principles. Application of design elements and	

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Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc). Different image file formats, after creating graphic files. Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	
Module II Typography	**25%**
Descriptors/Topics History of fonts, Sizes of fonts, (Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font	
Module III Designing Software	**45%**
Descriptors/Topics Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector And Raster Graphics, Use Of Text Wrap, Anchored Graphics And Rules, Various Palettes, Master Pages, Templates etc. Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference between Newspaper & Magazine layouts Creating layouts for Fashion feature or Business articles or News pages	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design

References

- YouTube Tutorials
- InDesign Website
- Adobe Website

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Design software	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
2	basic need, importance, impact	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
3	Design element,	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
4	Design Principles.	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
5	Application of design elements and Principles	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
6	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
7	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
8	Different image file formats, after creating graphic files.	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
9	Color Modes, File Formats	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
10	Image resolution etc	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 113.3	Mid Term-1, Quiz & End Sem Exam
12	Choice and usage of images and colors in advertisements	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
13	History of fonts	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
14	Sizes of fonts	Lecture	JMC 113.3	Mid Term-1,

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				Quiz & End Sem Exam
15	digital typesetting	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
16	editing, creation of headlines using appropriate font	Lecture	JMC 113.4	Mid Term-1, Quiz & End Sem Exam
17	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
18	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	JMC 113.3	Mid Term-1, Quiz & End Sem Exam
19	Creation of Advertisements	Lecture	JMC 113.4	Mid Term-1, Quiz & End Sem Exam
20	Importation and Movement of Copy and Images	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
21	Vector And Raster Graphics,	Lecture	JMC 113.1	Mid Term-2, Quiz & End Sem Exam
22	Use Of Text Wrap	Lecture	JMC 113.3	Mid Term-2, Quiz & End Sem Exam
23	Anchored Graphics And Rules	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
24	Various Palettes	Lecture	JMC 113.3	Mid Term-2, Quiz & End Sem Exam
25	Master Pages	Lecture	JMC 113.2	Mid Term-2, Quiz & End Sem Exam
26	Templates	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
27	Corporate Identity: Usage of Types & Fonts	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
28	Color schemes	Lecture	JMC 113.5	Mid Term-2, Quiz & End Sem Exam
29	Punch line, Orientation	Lecture	JMC 113.4	Quiz & End Sem

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				Exam
30	Corporate Stationary	Lecture	JMC 113.5	Quiz & End Sem Exam
31	Logo	Lecture	JMC 113.5	Quiz & End Sem Exam
32	Letterhead design	Lecture	JMC 113.2	Quiz & End Sem Exam
33	Business Card	Lecture	JMC 113.3	Quiz & End Sem Exam
34	Envelop	Lecture	JMC 113.5	Quiz & End Sem Exam
35	Catalogues	Lecture	JMC 113.3	Quiz & End Sem Exam
36	Difference between Newspaper & Magazine layouts	Lecture	JMC 113.4	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 113.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
JMC 113.2.	Help students to practice meaning and artistic qualities of graphic design, how to	3	2	2	2	2				2		1	1			

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	work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
JMC 113.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
JMC 113.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
JMC 113.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2021-2022						
Class: MA J&MC Media Designing Practices I Semester						
Subject Name: **Media Designing**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is design software essential in modern graphic design?	6
CO1	Q.2	How are design elements applied to create a cohesive look in publications like magazines and posters?	6
	Q.3	Briefly explain different image file formats used after creating graphic files.	6
CO1	Q.4	Classify fonts and describe their usage in digital typesetting and headline creation.	6
CO2	Q.5	How is text generated and prepared for use in digital typesetting?	6
CO2	Q.6	How does one approach creating layouts for fashion features or business articles in graphic design?	6
	Q.7	Explain the components of corporate identity, including types, fonts, color schemes, punch lines, and orientation.	10
CO2	Q.8	Highlight key differences in layouts between newspapers and magazines.	10
CO3	Q.9	Using appropriate font, discuss the process of creating effective headlines in design.	10

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CO3	Q.10	Provide a comprehensive overview of graphics design packages like Adobe Illustrator, InDesign, and Quark Xpress. Discuss their applications and features.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Designing*** /Course code ***JMC 113*** is level **3** for the academic year 2021-2022.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISING PRINCIPLES AND PRACTICES
Course Code: JMC 114, Credits: 03, Session: 2021-2022 (Odd Sem.), Class: MA(J&MC). 1st Year
Faculty Name : Mr. Gaurav Chhabra

A. Introduction: The course provides a comprehensive overview of advertising from a media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. Course Outcomes: At the end of the course, students will be able to:

JMC114.1. The course introduces the students to concepts of advertising.

JMC114.2. The course will provide them with the knowledge of Indian advertising scenario.

JMC114.3. The course is designed to make students understand the relationship between advertising and marketing.

JMC114.4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

JMC114.5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Module I: Understanding Advertising:

Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)

Module II: Agency Structure and its Roles and Responsibilities:

Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)

Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems.

Module III: Account Management:

Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)

Module IV: Social, Legal and Ethical Aspects of Advertising:

Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct.

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

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- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Advertising	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
2	Concept, Nature, Definitions, Evolution and History	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
3	Role, Objectives, Functions, And Significance	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
4	Types and Classification of Advertising	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
5	Factors Determining Advertising Opportunity of a Product/Service/Idea	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Appeals and Advertising Messages	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
7	Concept of Integrated Marketing Communication (IMC)	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
8	Agency Structure and its Roles and Responsibilities	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam

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9	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
10	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
11	Ad Agency: Functions	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
12	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
13	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
14	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam

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15	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
16	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
17	Account Management	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
19	Client Related Issues and The Process	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
20	Stages in The Client-Agency Relationship	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
21	Factors Affecting Client-Agency Relationship	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
22	The Pitching Mechanism-Simulation	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

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23	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
24	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
25	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
26	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
27	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
28	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget,	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

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	Various Methods of Budgeting)			
29	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Quiz & End Sem Exam
30	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Quiz & End Sem Exam
31	Social, Legal and Ethical Aspects of Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
32	Ethical Issues in Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
33	Social Criticism of Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
34	Laws in Advertising ,The Study of Various Codes of Conduct	Lecture	JMC 114.4	Quiz & End Sem Exam
35	Statutory Bodies in India	Lecture	JMC 114.4	Quiz & End Sem Exam
36	Role of AAA And ASCI	Lecture	JMC 114.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC114.1	The course introduces the students to concepts of advertising.	3	2	3	3	2	2	2	2	3	3	3	3	2	1	3
JMC114.2	The course will provide them with the knowledge of Indian advertising scenario.	2	2	2	3	3	2	13	3	3	3	3	3	3	1	2
JMC114.3	The course is designed to make students understand the relationship between advertising and marketing.	3	2	3	3	3	2	3	3	3	3	3	3	3	2	1
JMC114.4	The course shall familiarize the students with the social and ethical issues concerning advertising in society.	1	3	2	3	2	2	3	3	3	3	2	3	1	2	3

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JMC114.5	The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.	1	3	2	3	2	2	3	3	3	3	2	3	3	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2021-2022						
Class: MA(J&MC) I Semester						
Subject Name: JMC114 ADVERTISING PRINCIPLES AND PRACTICES		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a
Student will be able to CO1. The course introduces the students to concepts of advertising. CO2. The course will provide them with the knowledge of Indian advertising scenario. CO3. The course is designed to make students understand the relationship between advertising and marketing. CO4. The course shall familiarize the students with the social and ethical issues concerning advertising in society. CO5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.						
CO Map	Question No.	Question				Marks

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CO1	Q.1	Define the evolution process of advertising.	3
CO2	Q.2a	What are the objectives of advertising?	3
	Q.2b	What do you understand by appeals in advertising?	3
CO1	Q.3	Define IMC.	6
CO5	Q.4	Define the role and functions of various departments of an ad agency.	3
CO3	Q.5a	Define client pitching process.	3
	Q.5b	Define the revenue generation system in an Ad agency.	3
CO4	Q 6	Discuss about structure of In-house agencies.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **ADVERTISING PRINCIPLES AND PRACTICES /JMC 114 is level 2** for the academic year 2021-2022.

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MA

AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Aesthetics of Photography
Course Code : JMC 115. Crédits : 3, Session: 2021-2022 (ODD), Class MAJMC 1st Semester
Faculty Name : Siddharth Sharma

Introduction: The Aesthetics of Photography explores the visual language and artistic principles behind compelling images. This subject delves into composition, lighting, and the emotional impact of photographs. Students will unravel the artistry within the frame, cultivating a deeper appreciation for the intersection of creativity and technical skill in the realm of photography.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-115.1- Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images.
- JMC-115.2- Through hands-on exploration, students will refine their skills in creating and editing photographic works.
- JMC-115.3- This process will elevate their visual literacy, fostering a deeper connection to the medium of photography.
- JMC-115.4- The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism.
- JMC-115.5- This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**

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Module I Introduction to Visuals	
Human Eye and Camera. Visual Perception. The Social Definition of Photography- - The Power ofVisual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, CreateColour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	**20 %**
Module II Visual Perception	
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera-Film & Digital Technology, Digital SLRVs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, FocalPlane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	**40 %**
Module III Principles of Visual Communication	
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, ComposingDifferent Subjects, Perspective –Texture – Pattern- Colour-Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	**40 %**

Pedagogy for Course Delivery:

The classes will be lecturing demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the varioustechniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	Assignment	Class test	Project	Attendance	

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Weightage (%)	10%	10%	5%	5%	70 %

D. Suggested Text/Reference Books:

- Langford Michael, **Basic Photography,** Plume; 5 edition (August 26, 2003)
- Peterson, Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)

E. Lecture Plan:

F. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
2	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
3	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
4	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
6	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes,	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam

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	Create Colour Output in Both Digital and Analogy Technologies, Contrast			
7	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
8	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
9	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
10	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
11	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
12	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam

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	Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)			
14	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam

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	Depth Of Field, Shutter And Motion, Film Speed (ISO)			
17	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam

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20	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam
21	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
22	Time of Day)	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
23	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam

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	Field, Angle of View, Exposure Compensation &			
24	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
25	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
26	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
27	Lenses – Types & Uses, Focal Length, Focal Plane & Focus,	Practical	JMC 115.4	Mid Term-2, Quiz &

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	Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &			End Sem Exam
28	T Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
29	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
30	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem

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	Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)			Exam
31	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
32	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
33	Landscape –Portrait- Still Documentary	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
34	(EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
35	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam

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36	Landscape –Portrait- Still Documentary	Theory	JMC 115.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 115.1	Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images	3	3	1	3	1				2		**3**	2	**1**
JMC 115.2	Through hands-on exploration, students will refine their skills in creating and editing photographic works. .	3	2	2	2	2				2		**2**	3	**3**
JMC 115.3	This process will elevate their visual	3	2	2	2	2				3		**3**	3	**3**

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	literacy, fostering a deeper connection to the medium of photography													
JMC 115.4	The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 115.5	This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2021-2022						
Class: MAJMC.I Semester						
Subject Name: JMC-105 Aesthetics of Photography		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the interplay of composition, lighting, and subject contribute to the aesthetic appeal of a photograph, and how can photographers leverage these elements for creative expression?	3
CO1	Q.2a	In the realm of photography, how does the balance between artistry and commercial considerations influence the creation of compelling images, and what challenges may arise in finding this equilibrium?	3
	Q.2b	Explore the significance of digital editing in shaping the aesthetic qualities of a photograph. How can post-processing enhance or alter the visual narrative, and what ethical considerations should photographers keep in mind during this process?	3
CO1	Q.3	Discuss the role of storytelling in both fictional and non-fictional photographic works. How can photographers effectively convey narratives through their images, and what visual techniques contribute to storytelling in photography?	6
CO2	Q.4	Examine the impact of artificial lighting on the mood and atmosphere of a photograph. How can photographers skillfully use lighting techniques to evoke specific	3

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		emotions and enhance the overall aesthetic quality of their work?	
CO2	Q.5a	In the context of photojournalism, how does the pursuit of visual aesthetics intersect with the responsibility to accurately document and represent real-world events? How can photographers navigate the ethical considerations inherent in this genre of photography?	3
	Q.5b	Examine the principles of photojournalism and its unique aesthetic requirements. How can photographers ethically capture and convey news stories while maintaining a visually compelling narrative?	3
CO2	Q 6	How does the incorporation of critique, particularly through peer review, contribute to the refinement of photographic skills and artistic vision? In what ways can constructive feedback shape the development of a photographer's style and technique?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Aesthetics of Photography /Course code ***JMC-115*** is level 2 for the academic year 2021-2022.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : INTRODUCTION TO RADIO
Course Code : JMC 116, Crédits : 03, Session : 2021-2022 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC116.1. The course introduces the students to concepts of Radio as a Medium.

JMC116.2. The course will provide them with the knowledge of Expansion of Radio.

JMC116.3. The course is designed to make students to understand the Broadcasting Policy.

JMC116.4 Understand the mechanics, principles, and life cycle of the Radio process.

JMC116.5. Understand the world of Radio

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Radio as a Medium	**25%**
• Strength & Weaknesses, Characteristics & Edge Over Other Media, • Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, • Mike, Recording.	
Module II Expansion of Radio:	**40%**
• History of Broadcasting: Radio Came to India, • Expansion of Radio, • Development with Five-Year Plans, Diversification of Broadcast, • Education Turned Entertainment, • Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, • Community Broadcast, Different Services.	
Module III Broadcasting Policy	**35%**
• Policies & Principles Radio's Role in Nation Building, • Public Broadcast & Commercialization, AIR Code, Commercial Code, • News Objective, Guidelines for Election Broadcast, • Privatization & Autonomy, • Prasar-Bharti, Convergence, • Relevance of Radio & Media Policy.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980

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- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Radio as a Medium	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
2	Strength & Weaknesses	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics & Edge Over OtherMedia	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Broadcast	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
5	AM & FM	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
6	Short Wave	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
7	Analogue & Digital	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
8	Studio, Mike & Recording	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
9	Expansion of Radio	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
10	History of Broadcasting	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam

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11	Radio Came to India	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
12	Expansion of Radio	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
13	Development with Five-Year Plans	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
14	Diversification of Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
15	Education Turned Entertainment	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
16	Commercial Attempt	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
17	3-Tiers of Radio Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
18	Local Reach	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
19	Community Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
20	Different Services	Lecture	JMC 116.3	Mid Term-1, Quiz & End Sem Exam
21	Broadcasting Policy	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
22	Policies & Principles Radio's Role in Nation Building	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
23	Policies & Principles Radio's Role in Nation Building	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
24	Public Broadcast & Commercialization	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
25	Public Broadcast & Commercialization	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam

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26	AIR Code	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
27	Commercial Code	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
28	News Objective	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
29	Guidelines for Election Broadcast	Lecture	JMC 116.4	Quiz & End Sem Exam
30	Privatization & Autonomy	Lecture	JMC 116.5	Quiz & End Sem Exam
31	Prasar-Bharti	Lecture	JMC 116.5	Quiz & End Sem Exam
32	Convergence	Lecture	JMC 116.5	Quiz & End Sem Exam
33	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
34	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
35	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
36	Relevance of Radio & Media Policy	Lecture	JMC 116.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 116.1	*The course introduces the students to concepts of Radio as a Medium.*	3	3	1	3	1	2	2	1	2	2	-	-	-

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JMC 116.2	*The course will provide them with the knowledge of Expansion of Radio.*	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 116.3	The course is designed to make students to understand the Broadcasting Policy.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 116.4	Understand the mechanics, principles, and life cycle of the Radio process.	1	2	2	1	3	3	1	2	2				
JMC 116.5	*Understand the world of Radio*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2021-2022						
Class: MA(J&MC) I Semester						
Subject Name: JMC116 INTRODUCTION TO RADIO		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per BloomsTaxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1:The course introduces the students to concepts of Radio as a Medium. CO2:The course will provide them with the knowledge of Expansion of Radio.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of radio.	3
CO1	Q.2a	Define the characteristics of radio.	3
	Q.2b	What is difference between analogue and digital radio.	3

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CO1	Q.3	What are requirements for recording radio programmes.	6
CO2	Q.4	Briefly explain the history of Radio.	3
CO2	Q.5a	Define the diversification of broadcasting.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define 3-tiers of radio broadcasting.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Radio** /Course code ***JMC 116*** is level **2** for the academic year 2021-2022.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : MASS MEDIA INDUSTRY
Course Code : JMC 117, Crédits : 03, Session : 2021-2022 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr Adhrit Chandra Pati Tripathi

A. Introduction: The objective of this course is to familiarize the students with the knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

B. Course Outcomes: At the end of the course, students will be able to:

JMC117.1. The course introduces the students to concepts of Media and Entertainment.

JMC117.2. The course will provide them with the knowledge of Contemporary Practices in media industry.

JMC117.3. The course is designed to make students to understand the Culture of Media.

JMC117.4 Understand the mechanics, principles, and life cycle of the Mass Media Industry.

JMC117.5. Understand the world of Mass Media Industry with respect to global & regional scenario.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes	A	5%

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	all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Media and Entertainment(M&E)	**25%**
• Four Pillars Of M&E, Key Development: Demonetisation, • GST, National IPR Policy e.tc and Its Impact, • Evolution of Digital Consumer	
Module II Contemporary Practices:	**40%**
• Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT), • The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, • Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), • Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, • VFX In Domestic Production, • Augmented Reality Vs Virtual Reality, • Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III Media and Culture:	**35%**
• Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, • Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, • Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc).	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita

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- Mass Communication in India; Aggarwal, Veerbala

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	**Media and Entertainment(M&E)**	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
2	Four Pillars Of M&E	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
3	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
4	*Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer*	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
5	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
6	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
7	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
8	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
9	Contemporary Practices	Lecture	JMC 117.2	Mid Term-1, Quiz & End

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				Sem Exam
10	Digitisation: Digital Advertising Ecosystem	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
11	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
12	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
13	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
14	The New Genre- Free To Air Channels	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
15	Indian Film Industry Performances,	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
16	Rise Of Biopics	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
17	Launch Of New Radio Stations And New Genres, Listenership Trend	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
18	FMstation Of The Country(Phase III)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
19	Animation (In Film, Advertisement)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
20	Language Newspaper,: Penetration And Hyper Localisation	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
21	Newspaper Distribution Chain In India,	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
22	VFX In Domestic Production, Augmented Reality Vs Virtual Reality	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
23	Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
24	UFO	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam

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25	Media and Culture	Lecture	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
26	Merger and Acquisition: Case Studies	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
27	Hegemony and Cultural Imperialism	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
28	Cultural Dependency (Dependency Paradigm)	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
29	Media Business AmidstConvergence	Lecture	JMC 117.4	Quiz & End Sem Exam
30	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.4	Quiz & End Sem Exam
31	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
32	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
33	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
34	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
35	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
36	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.2	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 117.1	The course introduces the students to concepts of Media and Entertainment.	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 117.2	The course will provide them with the knowledge of Contemporary Practices in media industry..	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 117.3	The course is designed to make students to understand the Culture of Media.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 117.4	Understand the mechanics, principles, and life cycle of the Mass Media Industry.	1	2	2	1	3	3	1	2	2				
JMC 117.5	*Understand the world of Mass Media Industry with respect to global & regional scenario.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2021-2022		
Class: MA (J&MC) I Semester		
Subject Name: JMC117 MASS MEDIA INDUSTRY	Time: 1.5 Hrs	Max.Marks:30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,4,2.a	Q.3,2.b	Q.4,5.b	Q.6	Q.1

Student will be able to
CO1:The course introduces the students to concepts of Media and Entertainment.
CO2:The course will provide them with the knowledge of Contemporary Practices in media industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are four pillars of M&E.	3
CO1	Q.2a	Define GST	3
	Q.2b	Elaborate IPR.	3
CO1	Q.3	Define the Evolution of Digital Platforms.	6
CO2	Q.4	Define digital advertising ecosystem.	3
CO2	Q.5a	Define VFX.	3
	Q.5b	Explain the difference between AR and VR.	3
CO2	Q6	Define UFO services.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Mass Media Industry** /Course code ***JMC 117*** is level 2 for the academic year 2021-2022.

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Amity School of Communication
Course Handout
Course Name : Political Communication
Course Code : JMC 118, Crédits : 03, Session : 2021-2022 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr. Ashish Sharma

A. **Introduction:** A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

B. **Course Outcomes**: At the end of the course, students will be able to:

JMC118.1. The course introduces the students to concepts of Political Communication as an emerging Discipline.

JMC118.2. The course will provide them with the knowledge of international dimensions of Political Communication.

JMC118.3. The course is designed to make students to understand politics and its relation to nation-building.

JMC118.4. The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: Political Communication as an emerging Discipline

Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication

Module II: International dimensions of Political Communication

Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values

Module III: Introduction to identity politics and its relation to nation-building

Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns.

Module IV: UNESCO's efforts in removal of Imbalance in News flow

Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

C. Suggested Text/Reference Books:

- Thussu, Daya Kishan (2009), International Communication: A Reader
- Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
- Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
- Seator, Jean. (1998). Politics and the Media, Blackwell.
- Gunther, Richard. (2000). Democracy and the Media, Cambridge

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D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Political Communication as an emerging Discipline	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
2	Scope and Characteristics, Relationship of Politics with Communication.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
3	Theoretical Approaches,	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
4	The Role of Media in Politics, Mediation	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
5	Political Socialization	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
6	Political Participation	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
7	Political Processes	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
8	Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
9	Channels of Political Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
10	International dimensions of Political Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
11	Globalisation of Media	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam

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12	Transnational News	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
13	Ideological Promotion and Conflict	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
14	International Relations and Propaganda	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
15	Emergence of Third World Political Communication.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
16	Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
17	International News Agencies and Syndicates	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
18	Their Organizational Structure and Functions	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
19	A Critique of Western News Values	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
20	Introduction to identity politics and its relation to nation-building	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
21	Local Assertions and Its Links to Global Assertions	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
22	Gender Issues - Country or Region- Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
23	Racial Profiling	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
24	Discrimination	Lecture	JMC 118	Mid Term-2, Quiz & End

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				Sem Exam
25	Xenophobia and Cross Border Migration	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
26	HDI, Development and Environmental Concerns - Conflict of Interests	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
27	Between Economic and Environmental Concerns	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
28	UNESCO's efforts in removal of Imbalance in News flow	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
29	Debate on New World Information and Communication Order and New International Economic Order	Lecture	JMC 118	Quiz & End Sem Exam
30	MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure.	Lecture	JMC 118	Quiz & End Sem Exam
31	Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards	Lecture	JMC 118	Quiz & End Sem Exam
32	Information – Prompted Cultural Imperialism	Lecture	JMC 118	Quiz & End Sem Exam
33	Criticisms; Violence Against Media Persons	Lecture	JMC 118	Quiz & End Sem Exam
34	Effects of Globalization on Media Systems and Their Functions	Lecture	JMC 118	Quiz & End Sem Exam

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35	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	JMC 118	Quiz & End Sem Exam
36	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	JMC 118	Quiz & End Sem Exam

E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 118.1	The course introduces the students to concepts of Political Communication as an emerging Discipline.	3	2	3	3	2	2	2	3	3	-	-	-
JMC 118.2	The course will provide them with the knowledge of international dimensions of Political Communication.	2	2	2	3	3	13	3	3	3	-	-	-
JMC 118.3	The course is designed to make students to understand politics and its relation to nation-building.	3	2	3	3	3	3	3	3	3	-	-	-
JMC 118.4	The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.												

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2021-2022						
Class: MA(J&MC) I Semester						
Subject Name: **JMC118 POLITICAL COMMUNICATION**		**Time:1.5 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,2	Q.3,4,2. a	Q.3,2. b	Q.4,5. b	Q.6	Q.1

Student will be able to

CO1: The course introduces the students to concepts of Political Communication as an emerging Discipline.

CO2: The course will provide them with the knowledge of international dimensions of Political Communication.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the role of politics.	3
CO1	Q.2a	What is public opinion?	3
	Q.2b	Define persuasion.	3
CO1	Q.3	What are rights and responsibilities of the media.	6
CO2	Q.4	Define globalization of media.	3
CO2	Q.5a	Define UNO's universal declaration of human rights.	3
	Q.5b	Define the role of international news agencies.	3
CO2	Q 6	What is emergence of third world political communication.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Political Communication** Course code **JMC 118** is level **3** for the academic year 2021-2022.

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Amity School of Communication
Course Handout
Course Name : Communication Research
Course Code : JMC 211, Credits : 3 Session : 2021-22 Class : MA J&MC II Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: "Communication Research is a dynamic course designed to equip students with the essential skills and methodologies for exploring, analyzing, and understanding various aspects of communication. Through a comprehensive study of research techniques, this course empowers students to critically examine the impact, dynamics, and trends in communication processes across diverse media and contexts."

B. Course Outcomes: At the end of the course, students will be able to:

- JMC 211.1. Develop advanced skills in designing and conducting communication research across diverse media platforms.
- JMC 211.2 Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.
- JMC 211.3 Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.
- JMC 211.4 Acquire proficiency in presenting research findings through clear and impactful communication strategies.
- JMC 211.5 Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Communication Research	**20%**
Descriptors/Topics Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	
Module II – Communication Research Process	

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Descriptors/Topics Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Policy implications and conclusion. Sampling: Meaning, strategies, methods and types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	**30%**
Module III – Statistical application	**30%**
Descriptors/Topics Statistics Applied In Research: Frequencies And Percentages; Measures Of Central Tendency: Mean, Median And Mode; Measures Of Dispersion: Range, Standard Deviation And Mean Deviation; Simple Correlation	
Module IV – Report Writing and Ethical Issues in Communication Research	**20%**
Descriptors/Topics Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research, Ethical Issues in Research: Plagiarism, Database and Research matrix	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

References

- Research Papers
- Research Journals
- YouTube Tutorials

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G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Definition, Research Methods and Approaches in Social Sciences.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
2	Definition, Research Methods and Approaches in Social Sciences.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Media Research and Scientific Methods	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
4	Importance of Communication Research – Indian Scenario.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
5	Importance of Communication Research – Indian Scenario.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
6	Formulation of Research Problem	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
7	Review of Literature, Hypothesis, Research Design.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
8	Review of Literature, Hypothesis, Research Design.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam

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9	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
10	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
11	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
12	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
13	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
14	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
15	Sampling: Meaning, strategies, methods and types	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
16	Sampling: Meaning, strategies, methods and types	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam

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17	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	JMC 211.4	Mid Term-1, Quiz & End Sem Exam
18	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	JMC 211.4	Mid Term-1, Quiz & End Sem Exam
19	Statistics Applied In Research: Frequencies And Percentages	Lect ure	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics Applied In Research: Frequencies And Percentages	Lect ure	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
21	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
22	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
23	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
24	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
25	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
26	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
27	Research Reports: Research Articles/Paper	Lect ure	JMC 211.5	Mid Term-2, Quiz & End Sem Exam

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28	Research Reports: Research Articles/Paper	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
29	Project Report, Dissertation and Thesis	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
30	Project Report, Dissertation and Thesis	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
31	Significance of Abstract	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
32	Proposal, Synopsis, Reference	Lecture	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
33	Proposal, Synopsis, Reference	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
34	Bibliography in Research	Lecture	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
35	Ethical Issues in Research: Plagiarism,	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
36	Database and Research matrix	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 211.1.	Develop advanced skills in designing and conducting communication research across diverse media platforms.	3	3	1	3	1				2		2	1			
JMC 211.2.	Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.	3	2	2	2	2				2		1	1			
JMC 211.3.	Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.	3	2	2	2	2				3		3	1			
JMC 211.4.	Acquire proficiency in presenting research findings through clear and impactful communication strategies.	3	3	2	3	2				1		2	1			
JMC 211.5	Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2021-23						
Class: MA J&MC **Communication Research** II Semester						
Subject Name: **Communication Research**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define various research methods and approaches used in social sciences	6
CO1	Q.2	What are the various tools of data collection ?	6
	Q.3	What are measures of central tendency? Explain mean ,median and mode	6
CO1	Q.4	What are the cultural, social and political impact of Globalisation?	6
CO2	Q.5	Explain in detail the shift in Indian Sports scenario,	6
CO2	Q.6	Define communication research and discuss its importance in the Indian scenario.	6
	Q.7	Explain the process of formulating a research problem, including the review of literature, hypothesis development, and research design.	10
CO2	Q.8	Discuss the application of statistics in communication research, emphasizing frequencies and percentages.	10
CO3	Q.9	Explore ethical considerations in communication research, covering topics such as plagiarism, database usage, and research matrices.	10

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CO3	Q.10	Explain key terms related to sampling, including sample plan, sample design, sample unit, sample frame, and sample size. Discuss tools of data collection.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Research*** /Course code ***JMC 211*** is level **3** for the academic year 2021-222.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Television Journalism
Course Code : JMC 212, Crédits : 03, Session : 2021-22 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the TV industry of India, as well as recognize the impact of Television Industry on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC212.1. The course introduces the students to introduce the basics of Tv Production and its practice to the students

JMC212.2. The course is designed in a manner to reinforce the basic concepts of TV Industry.

JMC212.3.Course will make students understand the workings of the media.

JMC212.4 Understand the mechanics, principles, of TV production.

JMC212.5. Understand the world of Television Production.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Television as a Medium	**25%**
• Understanding the medium: invention and development; strengths and weaknesses of the medium;	

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• Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, • understanding sound, light and colour TV editing software: uses and limitations	
Module II TV News	**25%**
• Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; • news priorities for TV, comparison with other news media, breaking news: definition and practice • Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; • Backroom researchers, reference library or archives people, graphic artists	
Module III TV Reporting	**25%**
• TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; • Piece-to-camera, phonos, interview skills, instructing cameraman, • significance of sound-bytes, gettinggood sound-bytes	
Module IV TV Editing	25
• Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; • updating information, News presentation: structure of a news bulletin: headlines, • individual stories: telling a story through visuals, use of graphics, file shots, photos etc., • compilation of a bulletin, live feed, anchor's responsibilities; • Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	2**25%**

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.

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- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
3	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
4	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, *understanding sound, light and colour TV editing software: uses and limitations*	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
5	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
6	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
7	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
8	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
9	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
10	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
11	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
12	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
14	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
15	Understanding TV News: news values, significance of timeliness, news as it happens; sources of	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
16	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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17	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
18	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors;	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	Backroom researchers, reference library or archives people, graphic artists			
19	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
20	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-1, Quiz & End Sem Exam
21	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation,	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam

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	diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
22	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
23	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
24	TV reporting: reporting skills: understanding deadline, gathering information, cultivating,	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam

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	sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
25	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
26	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam

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27	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam
28	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam
29	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of	Lecture	JMC212.4	Quiz & End Sem Exam

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	news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
30	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam

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31	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
32	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news	Lecture	JMC212.5	Quiz & End Sem Exam

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	anchor: screen presence, presence of mind, interview skills etc			
33	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
34	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation	Lecture	JMC212.5	Quiz & End Sem Exam

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	of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
35	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
36	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story	Lecture	JMC212.3	Quiz & End Sem Exam

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	through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 212.1	*The course introduces the students to introduce the basics of TV production and its practice to the students*	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 212.2	*The course is designed in a manner to reinforce the basic concepts of TV Industry.*	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 212.3	Course will make students understand the workings of the media.	3	2	2	2	2	2	2	3	3	3	-	-	-

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JMC 212.4	Understand the mechanics, principles, of TV production.	1	2	2	1	3	3	1	2	2				
JMC 212.5	*Understand the world of Television Production.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication
Department of Journalism and Mass Communication
MID-SEMESTER(SEM–II) 2021-22

Class: MA(J&MC) II Semester

Subject Name: JMC 212 Television Production	Time: 1.5 Hrs	Max.Marks:30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Natural Lighting.	3
CO1	Q.2a	Define the characteristics of Camera person.	3
	Q.2b	What is difference between DSLR and SLR.	3
CO1	Q.3	What are requirements for recording TV programmes .	6
CO2	Q.4	Briefly explain the steps to Prost Production.	3
CO2	Q.5a	Define the diversification of Studio.	3
	Q.5b	What is broadcasting.	3
CO2	Q6	Define Studio Lay out .	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code **JMC 212** is level 2 for the academic year 2021-22.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Radio Production
Course Code : JMC 213. Crédits : 3, Session : 2021-22 (EVEN), Class MAJMC 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in radio production and broadcasting. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-213.1- Provide a comprehensive understanding of the fundamental concepts and principles of radio production,
- JMC-213.2- Develop practical skills in operating radio production equipment, including soundboards, microphones, and editing software,
- JMC-213.3- Explore effective scripting and storytelling methods tailored for radio
- JMC-213.4- Offer opportunities for students to participate in live radio broadcasting scenarios
- JMC-213.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

	Weightage (%)
Module I Studio Layout	

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Descriptors/Topics The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	**20%**
Module II Radio Formats and Genres	**20%**
Descriptors/Topics Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	
Module III Writing for radio	**20%**
Descriptors/Topics Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	
Module IV Radio Presentation	**40%**
Descriptors/Topics News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	

Pedagogy for Course Delivery:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of radio production, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

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E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi,1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
2	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
3	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam

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4	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
5	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
6	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
7	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
8	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam

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	Sound			
9	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
10	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
11	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
12	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam

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	ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			
13	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
14	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
15	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
16	Radio formats- Simple announcements, Radio	Lecture	MAJMC 213.2	Mid Term-1, Quiz &

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	talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			End Sem Exam
17	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam

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20	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
21	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
23	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam

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24	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
25	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies,	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
26	Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.),	Practical	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
27	Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
28	, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
29	Information for the broadcasters, links), Making	Practical	MAJMC 213.4	Mid Term-2, Quiz &

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	radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)			End Sem Exam
30	(Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
31	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, QuotationMarks, Alterations, Corrections, List and Numbers, Station Style, C	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
32	Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
33	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, , Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
34	Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
35	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, broadcasters, links), Making radio Commercials(Copy policy, Target Audience,	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam

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	writing copy, voicing and treatment, music and effects, Humour)			
36	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop writing copy, voicing and treatment, music and effects, Humour)	Theory	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 213.1	Students will <u>select</u> the Language of news and fundamentals and content	3	3	1	3	1				2		**3**	**2**	**1**
JMC 213.2	Students will understand the <u>relationship</u> between theory and practice	3	2	2	2	2				2		**2**	**3**	**3**
JMC 213.3	Students will be <u>classify</u> various	3	2	2	2	2				3		**3**	**3**	**3**

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	fascinating aspects of current affairs and news													
JMC 213.3	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 213.3	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2021-22						
Class: MAJMC II Semester						
Subject Name: MAJMC-213 RADIO PRODUCTION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience engagement and maintain relevance in a competitive media environment?.	3

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CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful radio productions, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in radio production. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Production*** /Course code JMC 213 is level **3** for the academic year 2021-22.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Visual Designing and Production
Course Code : JMC 214, Crédits : 03, Session :2021-22 (Odd Sem.), Class : MA(J&MC). II Sem
Faculty Name : Siddharth Sharma

A. **Introduction:** The objective of this course is to make students aware of the concepts of visual designs and production. The course will help them in understanding advertising designing along with software's such adobe and corel draw.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC 214.1. Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing.

- **JMC 214.2**. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.
JMC 214.3. Students will also learn the terminology used in layouts and designs in indoor medium.
JMC 214.4 The students will study the design for advertising layouts, taking into the consideration the choice of typeface.
JMC 214.5. Understand the positioning and choice of colors, images and text.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I House Styles	

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Descriptors/Topics Basic concept of style-sheet and its creation, Style guide: examples from newspapers, magazines; own guide produced for new publication. Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	**25%**
Module II Advertising Designing	**35%**
Descriptors/Topics Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers, and Banners etc. Choice and usage of images and colors in advertisements.	
Module III Design Software's	**40%**
Descriptors/Topics **obe Photoshop and Coral Draw -** Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, newspaper, letter head, flex board advertisements', Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by

References

- Newspaper
- Magazines
- You Tube Tutorials

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G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Basic concept of style-sheet and its creation	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
2	Basic concept of style-sheet and its creation	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
3	Style guide: examples from newspapers	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
4	*Style guide: examples from newspapers*	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
5	, magazines; own guide produced for new publication.	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
6	, magazines; own guide produced for new publication.	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
7	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
8	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
9	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
10	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
11	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam

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12	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
13	Communicating through multiple media	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
14	Communicating through multiple media	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
15	Digital and print produces integrated design solutions	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
16	Digital and print produces integrated design solutions	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
17	Different types of advertising: Press ad, Magazine ad,	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
18	Different types of advertising: Press ad, Magazine ad,	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
19	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
20	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	JMC 214.3	Mid Term-1, Quiz & End Sem Exam
21	, Danglers, and Banners	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
22	, Danglers, and Banners	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
23	Choice and usage of images and colors in advertisements	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
24	Choice and usage of images and colors in advertisements	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction, Interfaces and various palettes	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
26	Introduction, Interfaces and various palettes	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam

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27	nent Setting, About Menus.	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
28	nent Setting, About Menus.	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
29	Different Advertisement Designing Projects	Lecture	JMC 214.4	Quiz & End Sem Exam
30	Different Advertisement Designing Projects	Lecture	JMC 214.5	Quiz & End Sem Exam
31	magazine, brochure, newspaper, letter head	Lecture	JMC 214.5	Quiz & End Sem Exam
32	magazine, brochure, newspaper, letter head	Lecture	JMC 214.5	Quiz & End Sem Exam
33	flex board advertisements', Advertising Campaign	Lecture	JMC 214.5	Quiz & End Sem Exam
34	flex board advertisements', Advertising Campaign	Lecture	JMC 214.5	Quiz & End Sem Exam
35	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	JMC 214.5	Quiz & End Sem Exam
36	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	JMC 214.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 214.1	Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 214.2	Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 214.3	Students will also learn the terminology used in layouts and designs in indoor medium.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 214.4	The students will study the design for advertising layouts, taking into the consideration the choice of typeface.	1	2	2	1	3	3	1	2	2				
JMC 214.5	Understand the positioning and choice of colors, images and text.	3	1	3	3	1	1	2	2	2				

Sample Question Paper

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Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2021-22						
Class: MA(J&MC) II Semester						
Subject Name: JMC 214 Visual Designing and Production		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*
CO2:•Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the concept of stylesheet?	3
CO1	Q.2a	What is style guide? Cite a few examples.	3
	Q.2b	What is difference between typeface and masthead	3
CO1	Q.3	What is the importance of font in publishing. .	6
CO2	Q.4	Discuss integerated media solutions	3
CO2	Q.5a	Make a banner for your firm.	3
	Q.5b	Discuss the importance of positioning of ads in paper.	3
CO2	Q6	What is dangler and banner?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Visual Designing and Production /Course code **JMC 214** is level **3** for the academic year 2021-22.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Specialized Reporting
Course Code : JMC 215 , Credits : 3 Session : 2021-22 Class : MA J&MC II
Faculty Name : Dr. Adhrit Chandra Pati Tripathi

A. Introduction: "Specialized Reporting is a dynamic course designed to equip journalism students with advanced skills in in-depth reporting across specialized fields. From investigative journalism to coverage of niche topics, this course focuses on honing the expertise needed to excel in the ever-evolving landscape of specialized reporting."

B. Course Outcomes: At the end of the course, students will be able to:
JMC 215.1. Gain proficiency in conducting thorough investigations, from research to ethical reporting.
JMC 215.2. Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.
JMC 215.3. Acquire skills in using various media formats and innovative techniques for impactful storytelling.
JMC 215.4. Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.
JMC 215.5 Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Beat Reporting	**25%**
Descriptors/Topics Covering a news beat, covering local beats, Crime reporting, Education reporting, Health reporting, Civic Issues reporting, Covering local government	
Module II Covering the State and Politics	**25%**
Descriptors/Topics Covering national level beats, Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, covering political parties/events/rallies/ elections), Parliament Reporting (Parliament Structure, reporting on legislature) Legal	

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Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)	
Module III Business and Sports Reporting	**25%**
Descriptors/Topics Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries), How to develop good sports writing skills, Covering local, national and international level events	
Module IV Specialized Reporting	**25%**
Descriptors/Topics Investigative Reporting: Definition, elements, tools, Sting Operations and latest trends Investigative Reporting Case studies: Indian and International, Disaster Reporting Environmental Reporting, Page 3 and Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

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- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Covering a news beat	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
2	covering local beats	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
4	Education reporting	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting, Civic Issues reporting	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
6	Covering local government	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
8	Covering national level beats	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
9	Covering the Government (PIB, Ministries, independent bodies	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
10	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
11	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
12	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
13	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
14	Legal Reporting (structure & jurisdiction of courts	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam

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15	Legal Reporting (structure & jurisdiction of courts	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
16	reporting court hearings, precautions	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
17	Basic Business Knowledge & Business Bodies	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
18	Corporate Reporting	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
19	Covering Economic policy	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
20	ministries of commerce, finance, industry	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
21	company affairs and other infrastructure ministries	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
22	How to develop good sports writing skills	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
23	How to develop good sports writing skills	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
24	national and international level events	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
25	Investigative Reporting	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
26	Definition, elements of investigative reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
27	tools, Sting Operations and latest trends in reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
28	tools, Sting Operations and latest trends in reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
29	Investigative Reporting Case studies	Lecture	JMC 215.4	Quiz & End Sem Exam
30	Indian and International, Disaster Reporting	Lecture	JMC 215.4	Quiz & End Sem Exam
31	Environmental Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam
32	Page 3 and Lifestyle	Lecture	JMC	Quiz & End Sem

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	Reporting		215.5	Exam
33	Gender Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam
34	Page 3 and Lifestyle Reporting	Lecture	JMC 215.4	Quiz & End Sem Exam
35	Poverty Reporting,	Lecture	JMC 215.4	Quiz & End Sem Exam
36	Science & Technology Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 215.1.	Gain proficiency in conducting thorough investigations, from research to ethical reporting.	3	3	1	3	1				2		2	1			
JMC 215.2.	Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.	3	2	2	2	2				2		1	1			
JMC 215.3.	Acquire skills in using various media formats and innovative techniques for impactful storytelling.	3	2	2	2	2				3		3	1			

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JMC 215.4.	Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.	3	3	2	3	2				1		2	1			
JMC 215.5	Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2021-22						
Class: MA J&MC Specialized Reporting Practices II Semester						
Subject Name: Specialized Reporting		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the challenges and ethical considerations in covering local crime beats.	6
CO1	Q.2	Discuss the role of journalists in reporting civic issues and engaging with local government.	6

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	Q.3	Explore the nuances of reporting on education and health issues at the local level.	6
CO1	Q.4	Describe the process of covering national-level beats, including interactions with government bodies like PIB.	6
CO2	Q.5	Discuss the fundamentals of corporate reporting and the role of journalists in covering economic policies at various ministry levels.	6
CO2	Q.6	Provide tips on developing good sports writing skills for coverage at the local, national, and international levels.	6
	Q.7	Explain the structure of the Indian Parliament and the basics of legal reporting, including court structures and precautions.	10
CO2	Q.8	Outline the political structure in India and detail the responsibilities of journalists covering political events, parties, rallies, and elections.	10
CO3	Q.9	Discuss the challenges and responsibilities in reporting disasters and environmental issues.	10
CO3	Q.10	Analyze one Indian and one international investigative reporting case study, highlighting key lessons learned.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting*** /Course code ***JMC 215*** is level **3** for the academic year 2021-22.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : JMC 216, Crédits : 03, Session : 2021-22 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Mr. Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. Course Outcomes: At the end of the course, students will be able to:

JMC216.1. In this course students will understand the language of film making

JMC216.2. They will come to know about different stages of filmmaking

JMC216.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.

JMC216.4. They will be introduced to the concepts of lighting and editing for films.

- **JMC216.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	JMC 216.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	JMC 216.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	JMC 216.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	JMC 216.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	JMC 216.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	JMC 216.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 216.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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JMC 216.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
JMC 216.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
JMC 216.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
JMC 216.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2021-22						
Class: MA(J&MC) II Semester						
Subject Name: JMC 216 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1: In this course students will understand the language of film making CO2:•They will come to know about different stages of filmmaking.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **JMC 216** is level 3 for the academic year 2021-22.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Public Relation and Corporate Communication
Course Code : JMC 217, Crédits : 03, Session : 2021-22 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the PR industry of India, as well as recognize the impact of corporate communication on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC217.1. The course introduces the students to introduce the basics of PR and its practice to the students

JMC217.2. The course is designed in a manner to reinforce the basic concepts of effective public relations.

JMC217.3. Course will make students understand the workings of the media -- and the 'new media' landscape

JMC217.4 Understand the mechanics, principles, of PR.

JMC217.5. Understand the world of Corporate Communication.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Understanding PR & CC	**25%**
• PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, • The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, • Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, • Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	
Module II PR strategies and tools	**25%**
• The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; • Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) • PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events • Lobbying, Crisis Management, Use of new media by PR professionals	
Module III Introduction to Corporate Communication	**25%**
• Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, • Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media • (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend • Press Releases, Feature Study Releases, Video News Releases, Webcasts).	
Module IV Corporate Communication Strategies and Tools	**25%**
• *Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising,* • *CC/PR in Brand Building,* • *Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication,* • *Investor Relation*	

E. Examination Scheme:

Components	A	MT	IE	EE

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Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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2	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
3	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
4	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and *Advertising, Defining Publics/Stakeholders*			
5	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
6	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	(Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
7	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
8	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
9	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
10	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
11	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
12	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
13	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
14	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
15	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
16	The PR Process: Defining the Problem, Why it is Problem,	Lecture	JMC 217.2	Mid Term-1, Quiz & End

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	the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			Sem Exam
17	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
18	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
19	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
20	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-1, Quiz & End Sem Exam
21	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
22	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

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	Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
23	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
24	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
25	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
26	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam
27	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam

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	of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
28	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam
29	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.4	Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
30	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.5	Quiz & End Sem Exam
31	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
32	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and	Lecture	JMC 217.5	Quiz & End Sem Exam

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	Communication, Investor Relation			
33	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
34	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
35	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
36	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building,	Lecture	JMC 217.5	Quiz & End Sem Exam

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	Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 217.1	The course introduces the students to introduce the basics of PR and its practice to the students	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 217.2	The course is designed in a manner to reinforce the basic concepts of effective public relations.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 217.3	Course will make students understand the workings of the media -- and the 'new media' landscape	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 217.4	Understand the mechanics, principles, of PR.	1	2	2	1	3	3	1	2	2				
JMC 217.5	Understand the world of Corporate Communication.	3	1	3	3	1	1	2	2	2				

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2021-22						
Class: MA(J&MC) II Semester						
Subject Name: JMC 217 Public Relations and corporate communication		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1:The course introduces the students to introduce the basics of PR and its practice to the students CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Pr communication.	3
CO1	Q.2a	Define the characteristics of PR professonal.	3
	Q.2b	What is difference between CSR and Corporate communication .	3
CO1	Q.3	What are requirements for recording radio programmes for CSR.	6
CO2	Q.4	Briefly explain the steps to damage control.	3
CO2	Q.5a	Define the diversification of PR firm.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define CC.	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Public Relations and corporate communication /Course code **JMC 217** is level 2 for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : FOLK AND POPULAR MEDIA OF INDIA
Course Code: JMC 218, Credits: 03, Session:2021-22 (Even Sem), Class: MA(J&MC) II Sem
Faculty Name : Mr. Gaurav Chhabra

A. Introduction: The student will explore the diverse world of Folk Media in this course, delving into its meaning, forms like dance, theatre, and music, and cultural significance. Uncover the interplay between Popular and Traditional Media, and analyze the integrated use of Folk Media with mass communication. Discover the role of Folk Media in nation-building and its impact on national integration.

B. Course Outcomes: At the end of the course, students will be able to:

JMC218.1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

JMC218.2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

JMC218.3. Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by government agencies.

JMC218.4. Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.

JMC218.5. Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking	A	5%

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	up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	**Weightage (%)**
Module I: Folk Media – Definition, Meaning Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet- Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	**40%**
Module II: Popular and Traditional Media Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	**20%**
Module III: Folk Media and its Implications Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of **Communication**	**40%**

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Folk Media: Meaning & Definition	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
2	Nature and Scope of Folk Media,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics of Folk Media,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Folk Media: Dance, Theatre & Music,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
6	Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam

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	Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra,			
7	Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore.	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
8	Forms of Folk Music: Indian And Western	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
9	Forms of Folk Music: Indian And Western	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
10	Traditional Media as An Effective Communication Tool	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
11	Traditional Media as An Effective Communication Tool	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
12	Popular and Traditional Media and Their Relation	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
13	Popular and Traditional Media and Their Relation	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
14	High Art Versus Low Art	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
15	High Art Versus Low Art	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
16	Traditional Media, Popular Media and Cultural Hegemony	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam

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17	Traditional Media, Popular Media and Cultural Hegemony	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
18	Integrated Use of Folk Media and Mass Media	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Use of Folk Media and Mass Media	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
20	Role of Folk Media in Nation Building.	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
21	Role of Folk Media in Nation Building.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
22	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
23	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
24	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
25	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam

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26	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
27	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
28	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
29	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Quiz & End Sem Exam
30	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Quiz & End Sem Exam
31	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
32	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
33	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
34	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam
35	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam
36	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC218.1	Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.	3	2	3	3	2	2	2	2	3	3	2	1	3
JMC218.2	Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.	2	2	2	3	3	2	13	3	3	3	3	1	2
JMC218.3	Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by	3	2	3	3	3	2	3	3	3	3	3	2	1

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	government agencies.													
JMC218.4	Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.	1	3	2	3	2	2	3	3	3	3	1	2	3
JMC218.5	Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.	1	3	2	3	2	2	3	3	3	3	3	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM –II) 2021-22		
Class: MA(J&MC) II Semester		
Subject Name: JMC218 FOLK AND POPULAR MEDIA OF INDIA	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to:

CO1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

CO2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

CO Map	Question No.	Question	Marks
CO1	Q.1	Explore the nature and scope of Folk Media, highlighting its characteristics.	3
CO2	Q.2a	Discuss the significance and cultural relevance of Folk Theatre forms such as Bhavai, Tamasha, and Nautanki.	3
	Q.2b	Examine Folk Tales and Folklore, emphasizing their role in preserving cultural narratives.	3
CO1	Q.3	Discuss the effectiveness of Traditional Media as a communication tool. How does it relate to Popular Media?	6
CO5	Q.4	Explore the dynamics between High Art and Low Art in the context of Traditional and Popular Media.	3
CO3	Q.5a	Investigate the utilization of Folk Media by government agencies such as DFP, Song and Drama Division, and the Department of Information and Public Relations.	3
	Q.5b	Assess the role of Folk Media in nation-building, considering its cultural significance and reach.	3
CO4	Q 6	Discuss the contributions of prominent Folk Artists like Habib Tanveer, Shivaram Karanth, Teejanbai, and Parvati Boul. Explore the challenges and prospects faced by Folk Artists in the contemporary context.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course FOLK AND POPULAR MEDIA OF INDIA /JMC 218 is level 2 for the academic year 2021-22.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : New Media Ecology
Course Code : JMC 311, Crédits : 3, Session : 2021-22 (ODD), Class JMC 3rd Semester
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-311.1- Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms
- JMC-311.2- students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication.
- JMC-311.3- Course participants will gain the capacity to adapt to and harness emerging technologies
- JMC-311.4- Students will acquire practical skills in new media production, including content creation, curation, and distribution
- JMC-311.5- The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	

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An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	**40 %**
Module II Structure and Change	**20 %**
Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media, Global Media Conglomerate	
Module III Media Ownership	**20 %**
Media, Markets and Public Spheres, How Business Strategy Shapes Media ContentHow Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
Module IV Media Networks, Associations and Guilds	**20 %**
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers,and societies*. Sage.
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
2	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
3	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
4	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
5	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
6	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
7	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
8	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam

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	Demand and Supply. Types of Media Markets.			
9	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
10	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
11	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
12	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
13	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
14	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
15	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
16	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
17	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam

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18	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
19	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
20	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.3	Mid Term-1, Quiz & End Sem Exam
21	The Broadcast Television Networks,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
22	Contemporary Radio Industry: Revenue Generation and Challenges	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
24	Concept of Pay Per Click, Social Media Advertising.	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
25	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	The Broadcast Television Networks,	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
27	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam

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28	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
29	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
30	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
31	The Broadcast Television Networks,	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
32	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
33	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
34	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
35	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
36	The Broadcast Television Networks,	Theory	JMC 311.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	

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JMC 311.1	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		**3**	**2**	**1**
JMC 311.2	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		**2**	**3**	**3**
JMC 311.3	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		**3**	**3**	**3**
JMC 311.4	Students will acquire practical skills in new media production, including content creation, curation, and distribution	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 311.5	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of	3	3	2	3	2				1		**2**	**3**	**3**

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	responsibility and integrity.													

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2021-22						
Class: MAJMC.III Semester						
Subject Name: JMC-311 NEW MEDIA ECOLOGY		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the concept of new media ecology contribute to or challenge the notion of media convergence.	3
CO1	Q.2a	In what ways does the new media ecology empower users to create and share content, and how does this shift the dynamics of information creation and dissemination?	3
	Q.2b	Explore the role of social media in the new media ecology. How has the rise of platforms like Facebook, Twitter, and Instagram impacted communication, information sharing, and public discourse?	3
CO1	Q.3	Discuss the concerns and challenges related to data privacy and security within the new media ecology, and how these issues affect individuals, businesses, and society at large.	6
CO2	Q.4	How do algorithms shape the content and information users encounter in the new media ecology, and what ethical considerations arise from algorithmic decision-making in mass communication?	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Examine how the new media ecology facilitates the globalization of information. How does this	3

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		interconnectedness impact cultural exchange, international communication, and the dissemination of global news?	
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course New Media Ecology/Course code ***JMC-311*** is level **3** for the academic year 2021-22.

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Course Handout
Course : Advanced Film Theories and Practices
Course Code : JMC 312, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

A. **Introduction:** This course focuses on the basics of filmmaking and cinema techniques The ability to analyse and put film studies in proper perspective will be intended during the course.An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

B.Course Outcomes: At the end of the course, students will be able to:

JMC312.1. Students are introduced to principles and methodology of filmmaking

JMC312.2.They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

JMC312.3 Documentary realism will be pitted against mainstream commercial film genres

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to

journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Course Contents/syllabus:

Modules	Weightage (%)
Module I Film **Production** Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release **Scriptwriting:** Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal **Production:** Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	**40%**
Module II Camera, Lighting and Editing	

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Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	**40%**
Module III Documentaries Film Making and Marketing of Film	
Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	**20%**

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

D. Assessment Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Attendance**	**Class Test**	**Home assignment**	**Presentation**	
Weightage (%)	5	10	10	5	70

E. Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

F. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
2	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
3	Development Stage, Pre-Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
4	Production, Post Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
5	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
6	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
7	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
8	D Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Downigital Media and Virtual Reality	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
9	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
10	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
11	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam

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12	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
13	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
14	Scheduling & Reece, Casting and Source of Casting Module II Camera, Lighting and Editing	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
15	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
16	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
17	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
18	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
19	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
20	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
21	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
22	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
23	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
24	Techniques of Editing-Action Sequence, Comedy Sequence, Romantic Sequence, Conversation	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam

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	Sequences, Chasing Sequence			
25	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
27	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
28	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
29	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Quiz & End Sem Exam
30	Documentaries Film Making and Marketing of Film	Lecture	JMC 312.3	Quiz & End Sem Exam
31	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 312.3	Quiz & End Sem Exam
32	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 312.3	Quiz & End Sem Exam
33	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 312.3	Quiz & End Sem Exam
34	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 312.3	Quiz & End Sem Exam
35	(Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 312.3	Quiz & End Sem Exam
36	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 312.3	Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 312.1	Students are introduced to principles and methodology of filmmaking	2	1	-	2	1	-	-	-	-	-	**1**	**-**	**1**
JMC 312.2	They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.	1	2	-	2	2	-	-	-	-	-	**1**	**-**	**1**
JMC 312.3	Documentary realism will be pitted against mainstream commercial film genres	2	1	-	2	1	-	-	-	-	-	**1**	**-**	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2021-22						
Class: MA(J&MC) III Semester						
Subject Name: JMC312 ADVANCE FILM THEORY & PRACTICES		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6

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Mapping						

Student will be able to
CO1: learn to design and create a website.

CO2. learn to create content for websites and curate content.
CO3. enable a student to enhance a website visually.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO3	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO3	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Advanced Film Theories and Practices /Course code ***JMC 312*** is level **2** for the academic year 2021-22.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Development Communication
Course Code : JMC 313, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Siddharth Sharma

A. Introduction: This course focuses on the concept of development & To increase understanding about community and organization.

A. Course Outcomes: At the end of the course, students will be able to:

JMC313.1. To increase student's knowledge in development communication

JMC313.2. To understand role of different Government and Non-government Organizations in development communication

JMC313.3 To introduce need of different communication approaches for different settings

JMC313.4: To understand the different approaches of development communication.

JMC 313.5: To understand the importance of development communication in upliftment of society

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Syllabus:

Modules	**Weightage (%)**
Module I Concept of Development	**20 %**
Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private SectorIndustries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	
Module II Concept of Community, Structure and Organization	**20 %**
Concept and Characteristics of a Community, Structure and Organization of Different Typesof Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Pris, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of GroupFormation, Group Norms and Structure	
Module III Development Communication	**20 %**
Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	

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Module IV: Approaches in Development Communication	
Communication Planning at National, State, Regional, District, Block and Village Levels,Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play,Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT(Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	**40 %**

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline withthe help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

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MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

- Narula Uma, Har Anand., Development Communication – Theory and Practice,
- Gupta V.S., Communication and Development Concept., New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division,Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
- Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West CommunicationCentre, Honolulu
- Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
- Michael P Longman., Economic Development in the Third World, Todaro, New York

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Process of Development,	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
3	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
4	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
5	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
6	Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy &	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam

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	Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues			
7	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
8	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
9	Issues Of Women And Children, Rural Development, Urbanization And Related Problems	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
10	Theories and Paradigms of Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of Community, Structure and Organization	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
12	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning and Scope of Community Organization, Pris, Cooperatives	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
14	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
15	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
16	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
17	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam

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18	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
19	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
20	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
21	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
22	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
23	Development Communication	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
24	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
25	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
27	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
28	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
29	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
30	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
31	Approaches in Development Communication	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam

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32	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
33	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
34	Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
35	Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
36	Participatory Approaches of Communication, Barriers in Development Communication	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

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JMC 313.1	To increase student's knowledge in development communication	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
JMC 313.2	To understand role of different Government and Non-government Organizations in development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
JMC 313.3	*To introduce need of different communication approaches for different settings*	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
JMC 313.4	To understand the different approaches of development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
JMC 313.5	To understand the importance of development communication in upliftment of society	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2021-22						
Class: MA(J&MC) III Semester						
Subject Name: JMC313 DEVELOPMENT COMMUNICATION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: To increase student's knowledge in development communication						

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CO2. To understand role of different Government and Non-government Organizations in development communication

*CO3. **T**o introduce need of different communication approaches for different settings*

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Development?	3
CO1	Q.2a	Explain the scope of Development Communication.	3
	Q.2b	Explain the 'Concept and Characteristics of a Community.	3
CO2	Q.3	Analyze in detail the Communication Planning at National, State, Regional, District, Block and Village Levels	6
CO2	Q.4	What do you mean by Traditional Media.	3
CO3	Q.5a	Write a short note on E-Governance.	3
	Q.5b	State the importance of Digital Democracy & E-Chaupal.	3
CO3	Q 6	Examine the Barriers in Development Communication.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Development Communication** /Course code ***JMC 313*** is level **2** for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: EVENT AND BRAND MANAGEMENT
Course Code: JMC 314, Credits: 03, Session: 2021-22 (Odd Sem.), Class: MA(J&MC). III SEM
Faculty Name: Gaurav Chhabra

A. Introduction: To initiate the students into the world of corporate communications, public relations and technical writing. To pave the way for the students to choose the career of professional corporate Communicators.

B. Course Outcomes: At the end of the course, students will be able to:

JMC314.1. Learn the world of corporate communications

JMC314.2. Learn public relations and technical writing.

JMC314.3 To Pave the way for the students to choose the career of professional corporate Communicators.

JMC314.4 Master Tools of Corporate and Brand Communication

JMC314.5 Comprehend Brand Concepts and Strategies

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I Introduction to Event Management	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
Module II Corporate Identity	

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Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups.	25%
Module III: Brand Concepts and Brand Strategies	
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding.	25%
Module IV: Tools of Corporate & Brand Communication	
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And "Transparency" On Corporate Communications Practice.	25%

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	15	5	70

H. Text and References:

- Joseph Fernandez, Corporate Communications A 21st Century Primer. New Delhi-Response Books.
- C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.

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- CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
- Sharon Gerson, Technical Writing: Process and Product, Pearson Education
- B.N. Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
- Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt.Ltd.
- Scott.M. Cutlip, Allen H. Centre. Effective Public Relations. New Jersy-Pentice Hall. Books

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Event Management	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
2	Early Beginnings- Definition of Events.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
3	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
4	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
5	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
6	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
7	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
8	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
9	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
10	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
11	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam

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12	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
13	Corporate Identity	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
14	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
15	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
16	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
17	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
18	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
19	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
20	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
21	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-2, Quiz & End Sem Exam
22	Brand Concepts and Brand Strategies	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Brand Differentiation, Brand Positioning, Brand Image,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam

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	Brand Equity, Brand Extension, Closing Branding Strategies,			
24	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
25	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
26	Product Branding, Line Branding, Range Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
27	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
28	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
29	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Quiz & End Sem Exam
30	Tools of Corporate & Brand Communication	Lecture	JMC 314.3	Quiz & End Sem Exam
31	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
32	Desktop Publishing (DTP), Corporate Communication Through WebsitesEssentials of Designing	Lecture	JMC 314.3	Quiz & End Sem Exam
33	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
34	Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms,	Lecture	JMC 314.3	Quiz & End Sem Exam
35	(Hate Speech, Memes, Trolls Etc, Online Privacy and	Lecture	JMC 314.3	Quiz & End Sem Exam

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	Preventive Measures), SOPA and PIPA,			
36	ocial Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	Lecture	JMC 314.3	Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PO3
JMC314.1	To initiate the students into the world of corporate communications.	3	2	2	2	2	2	2	3	3	3	1	2	1
JMC314.2	Learn public relations and technical writing.	3	2	2	2	2	1	2	3	2	3	2	3	2
JMC314.3	To pave the way for the students to choose the career of professional corporate Communicators.	3	2	2	2	2	2	2	3	3	3	3	2	1
JMC314.4	Master Tools of Corporate and Brand Communication	3	2	2	2	2	1	2	3	2	3	2	3	2
JMC314.5	Comprehend Brand Concepts and Strategies	3	2	2	2	2	2	2	3	3	3	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III)2021-22

Class: MA(J&MC) III Semester

Subject Name: JMC314 EVENT AND BRAND MANAGEMENT	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1: To initiate the students into the world of corporate communications.

CO2. Learn public relations and technical writing.

CO3. To pave the way for the students to choose the career of professional corporate Communicators.

CO4. Master Tools of Corporate and Brand Communication

CO5. Comprehend Brand Concepts and Strategies

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Event Management?	3
CO1	Q.2a	Explain the scope of Event Management.	3
	Q.2b	Explain the 'Distinction Between Everyday Events and An Event Per-Say.	3
CO5	Q.3	Analyze in detail the Events as Part of PR And Corporate Campaigns	6
CO2	Q.4	What do you mean by Corporate Identity.	3
CO4	Q.5a	Write a short note on Brand Strategies.	3
	Q.5b	State the importance of Social Networking Sites .	3
CO3	Q 6	Examine the Impact of Citizen Journalism And "Transparency" On Corporate Communications Practice	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course EVENT AND BRAND MANAGEMENT /JMC 314 is level 2 for the academic year 2021-22.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : WEB DESIGNING
Course Code : JMC 315, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : MA (J&MC) III Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students with the understanding of web designing process and different designs, principles and life cycle of digital and print production process.

B. Course Outcomes: At the end of the course, students will be able to:
JMC315.1. Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.
JMC315.2. Study the history of graphic design to the present era.
JMC315.3. Study the layout theory applied to digital and print production.
JMC315.4. Understand the mechanics, principles, and life cycle of the digital publishing process.
JMC315.5. Understand the Web Designing production process

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Story of Design and Introduction of Layout	**30%**
• What Is Design, Introduction to Design • Role of Design in Society, Impact/Function of Design • Indigenous Design Practices, Role of Design in the Changing Social Scenario. • Role and Responsibility of Designers, Types of Layout.	
Module II Digital Publication	**40%**
• Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings; • Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, • Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation. • Creating Effects for Presentation, Creating Interactive Mood Board, • Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash • In-Design to Flash Production Concept.	
Module III Print Production Essentials	**30%**
• Digital Printing and Types of Digital Printing Devices, • Types of Jobs That Are Appropriate for Digital Printing, • Digital Consideration, Digital Colour, Large- • Format Output, Variable Data	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Harrower, 2008, the Newspaper Designer's Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Graphic Design, Allworth Press
- Drucker, McVarish, 2008, Graphic Design History: A Critical Guide, Pearson

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding	Mode of Assessing CO

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			g CO	
1	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
2	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
3	What Is Design, Introduction to Design.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
4	What Is Design, Introduction to Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
5	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
6	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
7	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
8	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
9	Role and Responsibility of Designers	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
10	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
11	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
12	Digital Publication	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
13	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
14	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
15	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
16	The Basic Terms For Newspaper:	Lecture	JMC 315.2	Mid Term-1

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	Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;			Quiz & End Sem Exam
17	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
18	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
19	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
20	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
21	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
22	Creating Effects for Presentation, Creating Interactive Mood Board	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
23	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
24	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
25	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
27	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

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28	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
29	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
30	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
31	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
32	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
33	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
34	Types of Jobs That Are Appropriate for Digital Printing	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
35	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
36	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO	PO	PO	PO	PO	PO	PO	PO	PO	PO10	PS	PS	PS

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		1	2	3	4	5	6	7	8	9		O 1	O 2	O 3
JMC 315.1	Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 315.2	Study the history of graphic design to the present era.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 315.3	Study the layout theory applied to digital and print production.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 315.4	Understand the mechanics, principles, and life cycle of the digital publishing process.	1	2	2	1	3	3	1	2	2				
JMC 315.5	Understand the Web Designing production process	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM-III) 2021-22						
Class: MA(J&MC) III Semester						
Subject Name: JMC 315 WEB DESIGNING		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Understand the communication process CO2: Learn about different Models and Theories of Communication						

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CO Map	Question No.	Question	Marks
CO1	Q.1	Explain types of layouts in web designing.	3
CO1	Q.2a	Write about the role of design in changing social scenario.	3
	Q.2b	What are the basic factors required for creating a digital portfolio?	3
CO1	Q.3	Define Pull-quotes and Mood-boards with suitable example.	6
CO2	Q.4	Write short notes on (a) Master-head & (b) Jump lines used in newspaper.	3
CO2	Q.5a	Explain Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	3
	Q.5b	Explain Digital Printing and Types of Digital Printing Devices.	3
CO2	Q6	Explain the types of Jobs that are appropriate for Digital Printing	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **WEB DESIGNING** /Course code ***JMC 315*** is level **2** for the academic year 2021-22.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Anchoring & Newsroom Practices
Course Code : JMC 316 , Credits : 3 Session : 2021-22 Class : MA J&MC III
Faculty Name : Manish Dubey

A. **Introduction:** "Anchoring & Newsroom Practices" hones students' skills in news presentation and newsroom operations, focusing on the dynamic world of broadcast journalism. Participants will master the art of credible news delivery while gaining insights into newsroom dynamics, editorial processes, and collaborative practices.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC 316.1. Understand How to Read News
JMC 316.2. Analyze Different Art of Anchoring
JMC 316.3. Identify, implement and evolve strategies for Newsroom Practices
JMC 316.4. Enable students to have indepth learning about Working of Newsroom
JMC 316.5 Understand planning and crisis management of media industry

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I How to Read	**35%**
Descriptors/Topics Diction, Pronunciation, Style, Grammar, Voice Modulation Appearance, Command Over Language, Understand What You Say, Difference Between a Live and Recorded Programme Anchoring, Challenges Of a Live Bulletin	
Module II Art of Anchoring	
Descriptors/Topics Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show,	

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Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	**30%**
Module III Newsroom Practices	**35%**
Descriptors/Topics TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, Desk Output: Rundown, Ticker, Planning, Prep, Video Editing, Graphics, PCR: Switcher, Sound, Play Out, CG, Teleprompter MCR: Scheduling of Programmes, Scheduling of Advertisements, Time Management, Content Crisis Management, Collecting Information, Shots and Bytes/ Counter Bytes, On Location Shoot, PTC's: Definition, Concept, Types, Requirement, LIVE: Deferred, On Location, Actual, Impact on Viewers, Team Involved	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- The Broadcast Journalism Handbook: A Television News Survival Guid By Robert Thompson, Cindy Malone
- News Casting in Electronic Media, by Mohan Sundara Rajan
- On Camera : How to Report Anchor and Interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public

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Relations by Tony Silvia, Terry Anzur

- Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

References

- The ABC of News Anchoring By Richa Jain Kalra
- Watching Various International/National News Channels regularly

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Diction, Pronunciation, Style	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
2	Grammar, Voice Modulation	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
3	Appearance, Command Over Language	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
4	Understand What You Say, Difference Between a Live and Recorded Programme Anchoring	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
5	Challenges Of a Live Bulletin	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
6	Anchoring for Various Formats	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
8	Anchoring for Various Formats	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
9	Interviews: One to One	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
10	News Journal, Celebrity, Political, Reality Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
12	Danger Shows, Award Function, Entertainment Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
13	Film Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
14	Celebrity, Box Office Review	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
15	Film Gossips	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam

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16	Sports or Business Show Match Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
17	Player Review	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
18	Digital Native	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
19	Post Match PC	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
20	Match Analyses	Lecture	JMC 316.1	Mid Term-1, Quiz & End Sem Exam
21	Sensex, Nifty	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
22	Real Estate, Shares	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
23	Documentary	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
24	On Location, Description of Location	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
25	Show, News Bulletin Knowledge of Daily News	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
26	Talk Shows: Political, Business	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
27	Applications, laws and Ethics	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
28	Entertainment, Current Affairs	Lecture	JMC 316.5	Mid Term-2, Quiz & End Sem Exam
29	TV Newsroom Structure	Lecture	JMC 316.4	Quiz & End Sem Exam
30	Process of Broadcast of a News Report	Lecture	JMC 316.4	Quiz & End Sem Exam
31	INGEST: Feed, FTP, Video Editing, Graphics, PCR	Lecture	JMC 316.5	Quiz & End Sem Exam
32	Recording, Desk Output	Lecture	JMC 316.5	Quiz & End Sem Exam
33	Rundown, Ticker, Planning, Prep	Lecture	JMC 316.5	Quiz & End Sem Exam

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34	Content Crisis Management	Lecture	JMC 316.4	Quiz & End Sem Exam
35	Actual, Impact on Viewers, Team Involved	Lecture	JMC 316.5	Quiz & End Sem Exam
36	Switcher, Sound, Play Out, CG, Teleprompter	Lecture	JMC 316.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 316.1.	Understand How to Read News	3	3	1	3	1				2		2	1			
JMC 316.2.	Analyze Different Art of Anchoring	3	2	2	2	2				2		1	1			
JMC 316.3.	Identify, implement and evolve strategies for Newsroom Practices	3	2	2	2	2				3		3	1			
JMC 316.4.	Enable students to have indepth learning about Working of Newsroom	3	3	2	3	2				1		2	1			
JMC 316.5	Understand planning and crisis management of media industry	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2021-22						
Class: MA J&MC Anchoring & Newsroom Practices III Semester						
Subject Name: **Anchoring and News Room Practices**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is good diction important in anchoring?	6
CO1	Q.2	How does an anchor's appearance contribute to program success?	6
	Q.3	What challenges do anchors face during live broadcasts?	6
CO1	Q.4	How does anchoring differ in celebrity interviews compared to political interviews?	6
CO2	Q.5	Name two techniques for effective voice modulation in news anchoring.	6
CO2	Q.6	Identify challenges in anchoring talent shows and briefly explain.	6
	Q.7	What's crucial when anchoring sports shows, especially in post-match analyses?	10
CO2	Q.8	Differentiate between traditional and modern approaches to study Political Science.	10
CO3	Q.9	Explain why diction and style are important in communication.	10
CO3	Q.10	Briefly describe the stages of a newsroom workflow from information intake to broadcast.	20

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Anchoring & Newsroom Practices*** /Course code ***JMC 316*** is level **3** for the academic year 2021-22.

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Amity School of Communication	
Course Handout	
Course Name : Media Laws & Ethics	
Course Code : JMC 317	**Crédits :** 03
Session : 2021-22 (Odd Sem.),	**Class :** MA (J&MC). 2nd Year
Faculty Name : Dr. Adhirit Chandra Pati Tripathi	

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: At the end of the course, students will be able to:

JMC317.1. To introduce students to ethical issues and legal restraints placed upon media.

JMC317.2. To discuss the conflicting traditions of a free but regulated mass media.

JMC317.3. To describe the various media laws.

JMC317.4. To understand the context and framework of media regulation in India.

JMC317.5. To discuss the issues arising from regulation of the media.

JMC317.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and
International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information
Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)
Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam

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4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam

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23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix

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E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES												
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 317.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	-	-	-
JMC 317.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	-	-	-
JMC 317.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	-	-	-
JMC 317.4.	To understand the context and framework of media regulation in India													
JMC 317.5.	To discuss the issues arising from regulation of the media													
JMC 317.6.	To locate the role of various stakeholders in content regulation of the media													

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Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2021-22						
Class: MA(J&MC) III Semester						
Subject Name: Media Ethics & Law JMC 317		**Time: 1.5Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5. a	Q.5.b

Student will be able to

CO1: Understanding the role of press in a democratic society.

CO2: Learn about the fundamental rights along with articles mentioned in the constitution.

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Laws & Ethics /Course code ***JMC 317*** is level **3** for the academic year 2021-22.

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Course Handout
Course : Media Economics
Course Code : JMC 318, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:

JMC318.1. Enable students to understand the various nuances of related to Media Economics

JMC318.2. Help students to analyse the various Media Ownership Patterns

JMC318.3. Enable students to strengthen their knowledge about the Media Business

JMC318.4. understand the concept of ownership with regards to different media outlets

***JMC318*.5.** Understand the Production and functioning of media networks

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Basics of Media Economics	**20%**
Descriptors/Topics An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply, Types of Media Markets, New Trends in Media Industry	
Module II Structure and Change	**20%**
Descriptors/Topics Indian Media Industry: Organisation Structure and Challenges, The Economics of International Media, Global Media Conglomerate, Diversification for Business Development- Examples from Various Media Houses	
Module III Media Ownership	

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Descriptors/Topics Media, Markets and Public Spheres, How Business Strategy Shapes Media Content, How Media Business Influences Society, Ownership and Control, Contemporary Start up Culture in Indian Scenario, Organizations related to Media Industry- WanIfra, INS, Editors' Guild etc.	**30%**
Module IV Media Networks, Associations and Guilds	**30%**
Descriptors/Topics The Broadcast Television Networks, Contemporary Radio Industry : Revenue Generation and Challenges, Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach, Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Potter, W. J. (2013). Media Literacy. Sage Publications
- Doyle, G. (2013). Understanding Media Economics. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). Understanding Ethnic Media: Producers, Consumers, and Societies, Sage
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002) Media economics. John Wiley & Sons, Ltd.

References

- Various Business Magazines like Economic & Political Weekly, Economist etc
- Daily Business Newspapers
- Business News and Media Analysis Websites

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Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

G. Prectical Plan

Prectical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
2	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
3	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
4	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
5	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
6	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
7	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
8	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
9	New Trends in Media Industry	Lecture	JMC411.2	Project & Viva
10	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
11	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
12	The Economics of International Media,	Lecture	JMC411.2	Project & Viva
13	The Economics of International Media,	Lecture	JMC411.2	Project & Viva

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14	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
15	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
16	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
17	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
18	Examples from Various Media Houses	Lecture	JMC411.3	Project & Viva
19	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
20	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
21	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
22	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
23	Ownership and Control	Lecture	JMC411.3	Project & Viva
24	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
25	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
26	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
27	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
28	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
29	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
30	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.3	Project & Viva
31	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.4	Project & Viva
32	Online Media : Concept of	Lecture	JMC411.4	Project &

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	Online Profit Making via YouTube and Social Media			Viva
33	Online Media : Concept of Online Profit Making via YouTube and Social Media	Lecture	JMC411.4	Project & Viva
34	Organic and Inorganic Reach	Lecture	JMC411.5	Project & Viva
35	Concept of Pay Per Click, Social Media Advertising	Lecture	JMC411.5	Project & Viva
36	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC411.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 318.1	Enable students to understand the various nuances of related to Media Economics	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.2	Help students to analyse the various Media Ownership Patterns	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.3	Enable students to strengthen their knowledge about the Media Business	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.4	Understand the Production *and functioning of media networks*	1	1	1	1	-	-	-	-	-	-	**1**	-	-

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JMC 318.5	Understand Production Process	1	1	1	1	-	-	-	-	-	-	**1**	-	-

Amity School of Communication MID-SEMESTER(SEM-III) 2021-22						
Class: MAJMC III Sem						
Subject Name: JMC 318 Media Economics		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: Enable students to understand the various nuances of related to Media Economics

CO2: Help students to analyse the various Media Ownership Patterns

CO Map	Question No.	Question	Marks
CO1	Q.1	What is media economics?	3
CO1	Q.2a	What do you understand by supply and demand?	3
	Q.2b	What are different types of media market/	3
CO2	Q.3	What do you understand by organizational structure	6
CO2	Q.4	Shed some light on Indian economics	3
CO2	Q.5a	What is diversification of business	3
	Q.5b	How global media conglomerate operates	3
CO2	Q6	What are the challenges faced by media organization?	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Economics**/Course code ***JMC 318*** is level 3 for the academic year 2021-22.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Film Appreciation
Course Code : JMC 411, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Siddharth Sharma

A. Introduction: This course focuses on the basics of filmmaking and cinema techniques The ability to analyse and put film studies in proper perspective will be intended during the course. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

B. Course Outcomes: At the end of the course, students will be able to:

JMC411.1. Students are introduced to the principles and methodology of filmmaking

JMC411.2. They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

JMC411.3 Documentary realism will be pitted against mainstream commercial film genres.

JMC*411*.4 Students will learn about different film genres and the difference between them

JMC*411*.5: Students will learn about the global cinema and will produce short films.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Modules	**Weightage (%)**
Module I Film Production	
Descriptors/Topics Development stage, Pre-production, Production, Post Production, Distribution, promotion & Release **Scriptwriting:** Narrative Composition: 3 plot structure, Characterization & Dramatic Structure, Scriptwriting formats, step outline & shot break down	**30%**

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Screen Play, Storyboarding & shooting script., Script selection, Writing proposal **Production:** Key members of film production unit, Role of producer & director, Role of production manager, Budgeting & budgeting formats, Scheduling & Reece, Casting and source of casting	
Module II **Camera,** **Lighting and** **Editing**	**30%**
Descriptors/Topics Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Color Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	
Module III Documentaries Film Making and Marketing of Film	**20%**
Descriptors/Topics Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	
Module IV Film Genre	**20%**
Descriptors/Topics Film Genres: Types, Categories, Classifications or Groups of Films General Ideas on Art Theory as a Consumer Habit as Audience Sound and Aesthetics of Sound	

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %

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Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

Television Production Handbook; Zettl, Herbert

- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

E. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Film Production	Lecture	**JMC*41.1***	Mid Term-1, Quiz & End Sem Exam
2	Development Stage, Pre-Production,	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam

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3	Production, Post Production,	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
4	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
5	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
6	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
7	Scriptwriting Formats, Step Outline & Shot Break Downigital Media and Virtual Reality	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
8	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
9	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
10	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
11	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
12	Scheduling & Reece, Casting and Source of Casting Camera, Lighting and Editing	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
13	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
14	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
15	White Balance & Colour Temperature, Lighting in Films,	Lecture	JMC 411.2	Mid Term-1, Quiz & End

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	Linear & Non-Linear Editing,			Sem Exam
16	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
17	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
18	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
19	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
20	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
21	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
22	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
23	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
24	Basics Operations of Final Cut Pro	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
25	Documentaries Film Making and Marketing of Film	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
27	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
28	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
29	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
30	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam

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31	(Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
32	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
33	Film Genres:	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
34	Types, Categories, Classifications or Groups of Films	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
35	General Ideas on Art Theory as a Consumer Habit as Audience	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
36	Sound and Aesthetics of Sound	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC411.1	Students are introduced to principles and methodology of	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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	filmmaking													
JMC4 11.2	*They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.*	-	2	1	1	-	1	-	-	-	1	**3**	**-**	**-**
JMC4 11.3	*Documentary realism will be pitted against mainstream commercial film genres.*	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**
JMC4 11.4	Students will learn about different film genres and the differences between them	-	2	1	1	-	1	-	-	-	1	**3**	**-**	**-**
JMC4 11.5	Students will learn about the global cinema and will produce short films.	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –IV) 2021-22						
Class: MA(J&MC) III Semester						
Subject Name: JMC 411 Film Appreciation		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: Students are introduced to principles and methodology of						

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filmmaking

CO 2They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Film Appreciation** /Course code ***JMC 411*** is level 3 for the academic year 2021-22.

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AMITY UNIVERSITY
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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media Analysis and Current Affairs
Course Code : JMC 412. Crédits : 3, Session : 2021-22 (EVEN), Class JMC 4th Semester
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-412.1-Students will select the Language of news and fundamentals and content
- JMC-412.2-Students will understand the relationship between theory and practice
- JMC-412.3- Students will be classifying various fascinating aspects of current affairs and news
- JMC-412.4-Students will be able to define the crucial fine points that make Cine
- JMC-412.5-To create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and

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skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

	Wei
Module I Overview	**20%**
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	**20%**
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	

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Module III Global Economic Trends and Issues	**20%**
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	**20%**
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Lab/ Practicals details, if applicable: List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
- Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
2	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
3	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
4	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
5	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
6	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam

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	on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News			
7	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
8	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
9	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
10	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
11	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam

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12	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
13	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
14	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
15	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
16	Classroom Discussions on National and International	Lecture	JMC 412.2	Mid Term-1, Quiz &

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	News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			End Sem Exam
17	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
18	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
19	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
20	Classroom Discussions on National and International News Comparative Analysis of News Treatment in	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam

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	Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			
21	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
22	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
23	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam

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	Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
24	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
25	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
26	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion;	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam

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	The Asian Development Bank; World Economic Forum			
27	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
28	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
29	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam

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30	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
31	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
32	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
33	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
34	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
35	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
36	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Theory	JMC 412.5	Mid Term-2, Quiz & End Sem Exam

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I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 412.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		2	1	**3**	**2**	**1**

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JMC 412.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		1	1	**2**	**3**	**3**
JMC 412.3	Students will be classify various fascinating aspects of current affairs and news	3	2	2	2	2				3		3	1	**3**	**3**	**3**
JMC 412.4	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		2	1	**3**	**2**	**1**
JMC 412.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		2	1	**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2021-22						
Class: MAJMC-IV Semester						
Subject Name: JMC-412 CURRENT AFFAIRS AND MEDIA ANALYSIS		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Analysis and Current Affairs /Course code ***JMC 412*** is level **3** for the academic year 2021-22.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Communication Théories and Model
Course Code : JMC 101, Crédits : 3, Session : 2021-2022 (Odd), Class BAJMC Ist Semester
Faculty Name : Ashish Sharma

Introduction: This course aims to immerse students in the practical application of Communication Theories and Models. Encompassing elements such as radio equipment, scriptwriting, voice modulation, presentation skills, program development, and news reporting, the curriculum engages students in experiential learning. Through hands-on tasks, participants cultivate skills in radio broadcasting, applying theoretical frameworks to real-world communication scenarios.

Course Outcomes: At the end of the course, students will be able to:

- JMC-101.1- Students will gain a profound grasp of key concepts in communication and mass communication, providing a solid foundation for analyzing and interpreting diverse communication phenomena.
- JMC-101.2- The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication.
- JMC-101.3- They will develop the ability to discern and interpret media messages, fostering a more informed and discerning perspective.
- JMC-101.4- This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts
- JMC-101.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: Introduction to Communication and Mass Communication	**25 %**
Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication, Process and elements of communications; Levels of communication; Barriers to effective communication; Future of communication studies; Forms and Functions of communication.	
Module II: Models and Theories	**30%**
Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification; Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach,Marxist and Neo-Marxist Approaches. Relevance of the theories in contemporary scenario; Application of communication models,examples and case studies.	
Module III: Traditional Media	**20 %**

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Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	
Module IV: New Trends in Mass Communication	**25 %**
Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations, Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, New Media Technology: Concept & Scope	

Teaching Pedagogy:

The class will be taught by giving references of daily life. Traits will be given to them in the class so that the students can gather information from various sources and keep themselves updated with the latest happenings. The students will get a deep insight for mass communication theroies. Their inquisitiveness and debatable instincts as journalists and mass communicator will increase. Various examples of the news analysis and communication process will be acquainted to the students so that it will help them understand the intricacies of the media industry in general

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Lorimer Rowland. Mass Communication
- DeFleur Melvin. Understanding Mass Communication
- Singhal Arvind & Rogers Everett. India's Communication Revolution
- Klapper Joseph. Mass Communication Effects
- Many Voices One World: Report of the McBride Commission
- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications'(3rd ed), Sage, New Delhi
- Denis McQuail and S. Ven Windall .'Communication models for the study of
- Mass Communication', Longman, Singapore Publications, 1981

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E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Communication: Concept, Definition, Elements;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
4	Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
5	Types of Communication: Intra Personal-Inter Personal-Group &	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
6	Communication: Concept, Definition, Elements; Types of Communication: Intra Personal-Inter Personal-Group & Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication,	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
7	Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication.	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam

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	Importance of mass communication,			
8	Process and elements of communications;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
9	Levels of communication; Barriers to effective communication;	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
10	Future of communication studies; Forms and Functions of communication	Lecture	JMC 101.1	Mid Term-1, Quiz & End Sem Exam
11	Process and elements of communications;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
12	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
13	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
14	Communication models: Definition; Scope and Purpose of Models; Communication models;	Practical	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
15	Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model;	Practical	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
16	Communication models: Definition; Scope and Purpose of Models; Communication models;	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
17	Introduction to traditional	Lecture	JMC	Mid Term-

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	media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art		101.2	1, Quiz & End Sem Exam
18	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
20	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.2	Mid Term-1, Quiz & End Sem Exam
21	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam

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22	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
23	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
24	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction to traditional media; Oral Tradition of story-telling since early civilization; Influence on contemporary forms of mass communication; Types: street theatre, puppetry, music, dance/ballads, folk and tribal art	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
26	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
27	; Case studies of each	Lecture	JMC	Mid Term-

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	form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario		101.3	2, Quiz & End Sem Exam
28	; Case studies of each form; Strengths and limitations; Relationship with the society: tool for political, social, economic, and health awareness; Present Scenario	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
29	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.3	Mid Term-2, Quiz & End Sem Exam
30	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
31	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
32	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam

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	the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.4	Mid Term-2, Quiz & End Sem Exam
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam
35	Scope and nature of Mass Media: Role of technology in finance, Convergence and the Reshaping of Mass Communication,	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam
36	Globalization and Mass Media, New Media Technology: Concept & Scope	Lecture	JMC 101.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 101.1	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
JMC 101.2	The course will empower students to enhance their media literacy skills, enabling them to critically engage with various forms of mass communication interpreting diverse communication phenomena	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
JMC 101.3	Students will interpret the challenges and solutions of the radio industry They will develop the ability to discern and interpret media messages,	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**

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	fostering a more informed and discerning perspective. .															
JMC 101.4	This includes a detailed exploration of models and major theories, equipping them with a comprehensive understanding of how communication functions in diverse contexts	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC 101.5	Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2021-2022						
Class: BAJMC.I Semester						
Subject Name: JMC 101: Communication Theories and Models		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Define a key concept from communication theories and provide a real-life example illustrating its application in interpersonal interactions.	3
CO1	Q.2a	Explain the role of media literacy in effectively applying communication theories and models, emphasizing how strong media literacy skills impact the interpretation of mass communication messages.	3
	Q.2b	Analyze the impact of a chosen communication model or theory on shaping media content, focusing on how it influences the creation, reception, and interpretation of messages.	3
CO1	Q.3	Examine the evolution of communication theories, emphasizing key factors like technological advancements, societal changes, and cultural shifts that have shaped their development.	6
CO2	Q.4	Define a communication theory concept and explain its relevance in real-life interactions, providing an example.	3
CO2	Q.5a	Explore how media literacy enhances the application of communication theories in interpreting mass communication messages.	3
	Q.5b	Identify a specific element in mass communication processes and discuss its role in shaping communication dynamics	3

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CO2	Q 6	Analyze the impact of a chosen communication model or theory on shaping media content and influencing message interpretation.	6

Attainments		Rubric
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Theories and Models*** /Course code ***JMC-101*** is level 2 for the academic year 2021-2022.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : History and Growth of Media in India
Course Code : BJM 102, Crédits : 03, Session : 2021-2022 (Odd Sem.), Class : BA (J&MC) 1st Semester
Faculty Name : Siddharth Sharma

A. **Introduction:** *The course aims at instructing students about History and Mass Media in India. This paper will introduce the students about the different phase of Journalism in India.*

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC 102.1 Students will able to learn the early stage of media followed by different types of media used in early days.
- JMC 102.2 Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India
- JMC 102.3: Students will be able to describe the history of press in India during the colonial era.
- JMC 102.4: Students will be able to discuss the developments of the press post-independence.
- JMC 102.5: Students will learn the historical aspects of media industry in India.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Course Contents/Syllabus:	Weightage (%)
Module I: Early Stages of Media	
Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media; Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	**20 %**
Module II: History of Newspapers	
James August Hicky and early Newspapers of Calcutta, Madras and Bombay; James Silk Buckingham: Role and Contribution; The Phase of Social Awareness: Raja Ram Mohan Roy, Uddant Martand etc; Freedom Struggle of 1857 and Role of Indian Press; The Phase of Political Awakening: Bhartendu Harishchandra, Mahveer Prasad Dwivedi etc.; The Phase of National Movement: Madan Mohan Malviya, Ganesh Shankar Vidyarithi, Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	**30%**
Module III: English & Other Language Press in India	
Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, SurendranathBanarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	**20 %**
Module IV: Growth of Media in 20th Century & Current Scenario	
Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence and Co-existence; History of Radio, Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, Digitalization, DTH; Brief History of Television, Growth of Television in India & Doordarshan, Advent of Private Channels in India, Present State of TV Journalism in India	**30%**

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- History of Indian Journalism – J. Natrajan, Prakashan Vibhag, 2002
- Journalism in India - Rangaswami Parthasarthy, Sterling Publishers, 2007
- India's Newspaper Revolution, Robin Jeffrey, Oxford, 2000
- Headlines from Hindi Heartland, Savanthy Nanon, Sage Publication, 2007

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G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Oral Traditions of Story-Telling since Early Civilization	*Lecture*	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
2	Introduction to Traditional Media	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
3	Theatre/Drama,	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
4	*Folk and Tribal Art, Local Fairs*	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Tales & Folklore	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
6	Relationship with the Society	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
7	Innovation of Printing Press	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
8	Music, Dance/Ballads	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
9	Puppetry	Lecture	JMC 102.1	Mid Term-1, Quiz & End Sem Exam
10	James August Hicky and early Newspapers of Calcutta	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
11	Madras and Bombay; James Silk Buckingham	Lecture	JMC 102.2	Mid Term-1, Quiz &

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				End Sem Exam
12	Role and Contribution; The Phase of Social Awareness	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
13	Raja Ram Mohan Roy, Uddant Martand etc	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
14	Freedom Struggle of 1857 and Role of Indian Press	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
15	The Phase of Political Awakening: Bhartendu Harishchandra	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
16	Mahveer Prasad Dwivedi etc	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
17	The Phase of National Movement: Madan Mohan Malviya	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
18	Ganesh Shankar Vidyarithi	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
19	Babu Rao Vishnu Prarhkar, Makhanlal Chaturvedi	Lecture	JMC 102.2	Mid Term-1, Quiz & End Sem Exam
20	Important English News Papers and Their Contributions	Lecture	JMC 102.3	Mid Term-1, Quiz & End Sem Exam
21	Prominent Journalists :Sri Arbindo	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
22	Mahatma Gandhi, Shishir Kumar Ghosh	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
23	Surendranath Banarjee, Sadanand	Lecture	JMC 102.3	Presentation, Quiz & End

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				Sem Exam
24	English Press and Freedom Struggle	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
25	Other Indian Language Journalism	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
26	An Overview: Bangla, Marathi	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
27	An Overview: Gujrati, Tamil, Malyalam, Telugu, Urdu etc)	Lecture	JMC 102.3	Presentation, Quiz & End Sem Exam
28	Nehru Era and the Transition Phase (1947-1974),	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
29	Indian Press during Emergency and thereafter (1975-1990)	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
30	Era of Globalization and Indian Press (1991 onwards)	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
31	Citizen Journalism, Social Media, Convergence and Co-existence	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
32	History of Radio, Current Trends in Radio: FM Broadcasting	Lecture	JMC 102.4	Presentation, Quiz & End Sem Exam
33	Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
34	Digitalization, DTH; Brief History of Television	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
35	Growth of Television in India & Doordarshan, Advent of Private Channels in India	Lecture	JMC 102.5	Presentation, Quiz & End Sem Exam
36	Present State of TV	Lecture	JMC	Presentation

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	Journalism in India		102.5	on, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group cutting of historical papers and historical broadcast of Indian radios.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 102.1	Students will able to learn the early stage of media followed by different types of media used in early days.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
JMC 102.2	Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India.	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-
JMC 102.3	Students will be able to describe the history of press in India during the colonial era.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-
JMC 102.4	Students will be able to discuss the developments of the press post	2	1	-	1	1	-	-	-	2	-	-	1	-	**2**	-

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	independence															
JMC 105.5	Students will learn the historical aspects of media industry in India.	1	1	-	2	1	-	-	-	1	-	-	1	-	**2**	-

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM-I) 2021-2022						
Class: BAJMC- 1st semester						
Subject Name: JMC 102: History and Growth of Media in India		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: Students will able to learn the early stage of media followed by different types of media used in early days.CO2: Students will learn the history of newspaper Industry. They will also learn the development of newspaper in India. .						

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss different types of media used in early ages.	3
CO1	Q.2a	How does the editorial department operate in a newspaper?	3
	Q.2b	Address the innovation of printing press and its affect on development of Newspaper.	3
CO2	Q.3	Discuss the role of newspapers before the independence era	6
CO2	Q.4	Discuss the contribution of different leaders who worked for the upliftment of press.	3
CO2	Q.5a	What do you understand about The Press Commission?. Also discuss their recommendations	3
	Q.5b	What do you understand by the phase of social awareness?	3
CO2	Q 6	Briefly discuss the freedom struggle of 1857 and the	6

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		role of media in that.	

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***History and Growth of Media*** /Course code ***JMC 102*** is level **3** for the academic year 2021-2022.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Fundamentals of Advertising
Course Code : JMC 103 Crédits : 03 Session : 2021-2022, Class : BAJMC Semester Ist
Faculty Name : Dhruv Sabharwal

A. Introduction: The course provides a comprehensive overview of advertising from media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 103 .1.Identify and define the advertising concepts
JMC 103 .2. Review the advertising media.
JMC 103 .3. Analyze the Indian advertising scenario.
JMC 103 .4. Distinguish between advertising and marketing.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

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[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus: Paste Syllabus of your course

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Module I Introduction to Advertising	Weightage
Concept of advertising: Definitions and Meaning; Evolution and development of advertising; Advertising process and its participants; Functions of advertising ; AIDA, DAGMAR; Overview and scope of advertising industry in India; AD Terminology	**30%**
Module II Advertising as a component of marketing	
Concept of Integrated Marketing Communication (IMC); Marketing Plan Advertising and its relationship with other tools of marketing; Introduction to STP	**25%**
Module III Classification of advertising	
Advertising Media (ATL,BTL); Classification on the basis of: Audience, Media, Advertiser and Area; Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising	**30%**
Module IV Social, Legal and ethical aspects of Advertising	
Advertising and Social Responsibility Self Regulatory system for control on advertising in India (ASCI), ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954; Cable Television Network Act; Patents Act, 1970; Drugs & Cosmetics Act, 1940; Emblems & Names Act, 1950; Trademarks Act, 1999; Copyright Act, 1957; Indecent Representation of Women Act, 1986; Prasar Bharti Act, 1990	**15%**

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, '*Advertising Management*', Second edition, OxfordUniversity Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, '*Advertising & promotions an IMC perspective*' TataMc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "*Integrated Advertisements, Promotion and Marketingcommunication*", Prentice Hall of India, New Delhi, 2003.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
2	Different Definitions and meaning	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
3	Evolution and development of advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
4	Advertising process and its participants	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
5	Function of Advertising	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
6	AIDA and DAGMAR	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
7	Overview and Scope of advertising industry in India	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
8	Ad terminology	Lecture	JMC 103.1	Mid Term-1, Quiz & End Sem Exam
9	Concept of Integrated Marketing Communication.	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
10	Uses of IMC in ad world	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
11	Marketing Plan Advertising	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
12	Marketing plan Advertising and its relationship with other tools of marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
13	Introduction to STP	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem

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				Exam
14	How to use advertising as a tool of marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
15	Case study related to Marketing	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
17	Advertising in Digital World	Lecture	JMC 103.2	Mid Term-1, Quiz & End Sem Exam
18	Case Studies	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Marketing Concept	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
20	ATL, BTL	Lecture	JMC 103.3	Mid Term-1, Quiz & End Sem Exam
21	Classification on the basis of: Audience,	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
22	Classification on the basis of: Advertiser	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
23	Classification on the basis of: Media	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
24	Special purpose advertising: Green advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
25	Advocacy advertising, Comparative advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
26	Generic advertising, Public Service advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
27	Corporate Image Advertising, Covert Advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam
28	Surrogate Advertising	Lecture	JMC 103.3	Presentation, Quiz & End Sem Exam

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29	Advertising and Social Responsibility	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
30	Self Regulatory system for control on advertising in India (ASCI)	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
31	ASCI Code Laws that affect advertising: Drugs & Magic Remedies Act, 1954	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
32	Emblems & Names Act, 1950; Trademarks Act, 1999	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
33	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
34	Copyright Act, 1957; Indecent Representation of Women Act, 1986	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
35	Prasar Bharti Act, 1990	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam
36	Legal Ethics in advertising	Lecture	JMC 103.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC 103 .1	Identify and define the advertising concepts	3	3	1	3	1				2		2	1

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JMC 103 .2	Review the advertising media.	3	2	2	2	2				2		1	1
JMC 103 .3	Analyze the Indian advertising scenario.	3	2	2	2	2				3		3	1
JMC 103 .4	Distinguish between advertising and marketing.	3	3	2	3	2				1		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2021-2022						
Class: BAJMC 1 Semester						
Subject Name: JMC 103 Fundamentals of Advertising		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the term Advertising, Discuss its evolution and development.	3
CO1	Q.2a	What do you understand by AIDA, DAGMAR?	3
	Q.2 b	Discuss the relation of ads with other mediums.	3
CO2	Q.3	What do you understand by IMC	6

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CO2	Q.4	Discuss the scope of advertising in India.	3
CO2	Q.5a	What do you understand by ATL and BTL?	3
	Q.5 b	What are different types of advertising	3
CO2	Q 6	Make an ad campaign for any Indian Ad.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **FUNDAMENTALS OF ADVERTISING** /Course code ***JMC 103*** is level **2** for the academic year 2021-2022.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Fundamentals of Print Journalism
Course Code : JMC 104, Crédits: 2 Session : 2021-2022 Class : BA J&MC I
Faculty Name : Satnaam Singh

A. Introduction: "Fundamentals of Print Journalism is a comprehensive course that delves into the core principles of print media, equipping students with essential skills in news writing, reporting, and editing. Through practical insights and theoretical foundations, this course provides a solid foundation for aspiring journalists navigating the dynamic landscape of print journalism."

B. Course Outcomes: At the end of the course, students will be able to:

JMC 104.1 Enable students to understand basic concepts of news and the news process.
JMC 104.2 Help students to understand print media industry from a journalistic perspective
JMC 104.3 Help students to analyses about the current scenario and scope of media industry in India.
JMC 104.4 Equip students with the ability to craft clear, concise, and compelling news stories adhering to journalistic standards.
JMC 104.5 Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

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[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Course Contents/Syllabus:

Course Contents/Syllabus:	Weightage
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi.
- Garcia, Mario R(1981). Contemporary Newspaper Design. Prentice-Hall, New Jersey, USA.

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- Goldstein, Norm (Ed) (2001). AP Stylebook and Libel Manual. Associate Press, USA.
- George, T J S (1981). Editing- Principles and Practices. Indian Institute of Mass Communication, New Delhi
- Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers.
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	News: Meaning, Definition, Nature	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
2	News: Meaning, Definition, Nature	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
3	News Value	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
4	Basic elements of News	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
5	Hard and Soft News	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
6	Organizing the news structure	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
7	5 Ws & I H	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
8	Inverted Pyramid	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
9	The news process	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
10	from the event to the reader (360 degrees news)	Lecture	JMC 104.1	Mid Term-1, Quiz & End Sem Exam
11	objectivity (bias) and subjectivity	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
12	News Sources	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
13	Credibility	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the news angle (Understanding the audience) Crafting the body	Lecture	JMC 104.2	Mid Term-1, Quiz & End Sem Exam
15	Writing the ending	Lecture	JMC 104.3	Mid Term-1, Quiz & End Sem Exam
16	News formats	Lecture	JMC	Mid Term-1,

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			104.4	Quiz & End Sem Exam
17	Interpretative, Investigative	Lecture	JMC 104.4	Mid Term-1, Quiz & End Sem Exam
18	Sources of Information Interviewing	Lecture	JMC 104.5	Mid Term-1, Quiz & End Sem Exam
19	Process & Skills	Lecture	JMC 104.4	Mid Term-1, Quiz & End Sem Exam
20	Research for Interviews	Lecture	JMC 104.5	Mid Term-1, Quiz & End Sem Exam
21	Changing practices- speed, circulation and viral networking	Lecture	JMC 104.4	Mid Term-2, Quiz & End Sem Exam
22	Basic journalism terminology	Lecture	JMC 104.3	Mid Term-2, Quiz & End Sem Exam
23	The Newspaper organization	Lecture	JMC 104.1	Mid Term-2, Quiz & End Sem Exam
24	Various departments and their role	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
25	The editorial set-up	Lecture	JMC 104.1	Mid Term-2, Quiz & End Sem Exam
26	Role and responsibility of journalists	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
27	Role of sub-editors	Lecture	JMC 104.2	Mid Term-2, Quiz & End Sem Exam
28	Equation between reporters and sub-editors	Lecture	JMC 104.3	Mid Term-2, Quiz & End Sem Exam
29	Basics of editing	Lecture	JMC 104.2	Quiz & End Sem Exam
30	Meaning, Purposes, Symbols, Tools, Lead, body, Paragraphing	Lecture	JMC 104.1	Quiz & End Sem Exam
31	Grammar & Punctuation;	Lecture	JMC 104.	Quiz & End Sem Exam
32	Proof Reading; Headline /writing.	Lecture	JMC 104.2	Quiz & End Sem Exam
33	Daily National and	Lecture	JMC	Quiz & End Sem

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	International News (newspapers, radio & TV);		104.2	Exam
34	Background of Important news;	Lecture	JMC 104.3	Quiz & End Sem Exam
35	Thumbnail sketches of chief personalities figuring in current news reports;	Lecture	JMC 104.4	Quiz & End Sem Exam
36	Analyzing daily Current News	Lecture	JMC 104.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 104.1.	Enable students to understand basic concepts of news and the news process.	3	3	1	3	1				2		2	1	2	2	1
JMC 104.2.	Help students to understand print media industry from a journalistic perspective	3	2	2	2	2				2		1	1	2	1	1
JMC 104.3.	Help students to analyses about the current scenario and scope of media industry in India.	3	2	2	2	2				3		3	1	3	3	1
JMC 104.4.	Equip students with the ability to craft clear, concise, and compelling news stories	3	3	2	3	2				1		2	1	1	2	1

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	adhering to journalistic standards.															
JMC 104.5	Provide students with the knowledge and skills necessary for effective editorial decision-making and the production of high-quality print journalism.	2	2	1	2	3				2		2	1	2	1	2

Sample Question Paper

Sample Amity School of Communication 2021-2022						
Class: BA J&MC **Fundamentals of Print Journalism** I Semester						
Subject Name: **Fundamentals of Print Journalism**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define news and discuss its essential characteristics.	6
CO1	Q.2	Identify the news value and outline the basic elements of news.	6
	Q.3	Explain the organization of news using the 5 Ws & 1 H and the concept of the inverted	6

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		pyramid.	
CO1	Q.4	Describe the process of writing an effective lead in news journalism.	6
CO2	Q.5	Explain how journalists decide on the news angle and the importance of understanding the audience.	6
CO2	Q.6	Define basic journalism terminology and discuss the structure of a newspaper organization.	6
	Q.7	Discuss the process and skills involved in conducting interviews, including research.	10
CO2	Q.8	Explore how changing practices, including speed, circulation, and viral networking, impact news reporting.	10
CO3	Q.9	Describe the process of proofreading and discuss the techniques for writing effective headlines.	10
CO3	Q.10	Analyze the relevance and importance of daily national and international news. Discuss the background of significant news and key personalities.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Fundamentals of Print Journalism**/Course code ***JMC 104*** is level **3** for the academic year 2021-2022.

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Amity School of Communication

02

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to Visual Communication
Course Code : JMC 105, Crédits : 02, Session : 2021-2022 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: *Visual communication applies the fundamentals of major art forms for professional problem-solving. It is the conveyance of ideas and information in forms that can be read or looked upon*

B. Course Outcomes: At the end of the course, students will be able to:

- JMC105.1: The students would be able to understand Visual communication as an integral part of human communication.
- JMC105.2: Students will learn the basic of visual communication with respect to different mediums and their usage.
- JMC105.3: students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.
- JMC105.4: students will learn about different theories related to visual communication.
- JMC105.5: Students will thee understand the application of index and symbols in daily life.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking	A	5%

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	up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Module I: Introduction to Visual Communication	**Weightage**
)efining an image and visual communication (VC), VC as integral part of human communication, Human Vision and 2 dimensional images, uman beings have highly developed seeing rather than hearing abilities , Historical trends and developments: from painting, installation art; sual Information: how human body receives information: senses, brain, stimuli, heart, and body parts	**35%**
Module II: Basics of Visual Communication	**35%**
ontemporary applications: Cartography, Spatial analysis, Graphics, Visual Perception and Analytics, Advertising, Politics, Entertainment, Business etc; edium: digital, paper, electronic, mobile communication; Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc; Principles of design: contrast, harmony, proportion, balance, and movement.	
Module III: Power, Visual Representation & Society	**30%**
estalt and principals of gestalts; Semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, Intellect, and the Mind; Concept of Gaze: Desire, Voyeurism, Critique of Male Gaze, and interactive gaze, Masculine and Feminine Identities; xperience of Images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images: video's sensation, dreams, and Manipulation; Film's logic and rhetoric; Advertising image's shock and seduction; Political image's public image, Public relations, and Propaganda; and Media image's persuasion and violence	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

Text Reading:

- Lester, E (2000) Visual Communication: Image with messages.

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- Visual Elements of Arts and Design (1989) Longman Porter.
  Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Defining an image and visual communication (VC)	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
2	VC as integral part of human communication	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
3	Human Vision and 2 dimensional images	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
4	Human beings have highly developed seeing rather than hearing abilities	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
5	Historical trends and developments: from painting	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
6	installation art, Visual Information	Lecture	JMC105.1	Mid Term-1, Quiz & End Sem Exam
7	how human body receives information	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
8	senses, brain, stimuli, heart, and body parts	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
9	Contemporary applications: cartography, spatial analysis	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
10	graphics, visual perception and analytics	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
11	advertising, politics, entertainment, business	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
12	Medium: digital, paper, electronic	Lecture	JMC105.2	Mid Term-1, Quiz & End Sem Exam
13	mobile communication;	Lecture	JMC105.3	Mid Term-1,

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	Elements: line, shape, colour, space			Quiz & End Sem Exam
14	form, depth, texture, light & shade, dimension, grey-scale, interactions of elements	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
15	continuity, and & proximity etc; Principles of design: contrast	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
16	harmony, proportion, balance, and movement	Lecture	JMC105.3	Mid Term-1, Quiz & End Sem Exam
17	Gestalt and principals of gestalts; Semiotics and cognitive	Lecture	JMC105.3	Presentation, Quiz & End Sem
18	which are perceptual, are more advanced modern theories that involve signs	Lecture	JMC105.3	Presentation, Quiz & End Sem
19	intellect, and the mind; Concept of gaze: desire, voyeurism	Lecture	JMC105.4	Presentation, Quiz & End Sem
20	critique of male gaze, and interactive gaze, masculine and feminine identities	Lecture	JMC105.4	Presentation, Quiz & End Sem
21	Experience of images (signs: indexical, symbolic, and iconic.) Politics of representation of mediated images	Lecture	JMC105.4	Presentation, Quiz & End Sem Exam
22	video's sensation, dreams, and manipulation; film's logic and rhetoric	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam
23	advertising image's shock and seduction; political image's public image,	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam
24	public relations, and propaganda; and media image's persuasion and violence	Lecture	JMC105.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group, historical news articles.

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 105.1	The students would be able to understand Visual communication as an integral part of human communication.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
JMC 105.2	Students will learn the basic of visual communication with respect to different mediums and their usage.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
JMC 105.3	students will understand the connection of visual tools with the society. They will learn the concept of symbols and semiotics.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**
JMC 105.4	students will learn about different theories related to visual communication.	-	-	2	-	2	2	3	1	-	-	-	-	-	-	**1**
JMC 105.5	Students will thee understand the application of index and symbols in daily life.	-	1	1	-	3	2	3	1	-	-	-	-	-	-	**1**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2021-2022						
Class: BA(JMC) I Semester						
Subject Name: JMC 105 Introduction to Visual Communication		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: The students would be able to understand Visual communication as an integral part of human communication CO2: Students will learn the basic of visual communication with respect to different mediums and their usage						

CO Map	Question No.	Question	Marks
CO 1	Q.1	What do you understand by Visual Communication?	3
CO 1	Q.2a	What do you understand by Cartography?	3
	Q.2b	Define gaze theory.	3
CO 2	Q.3	What are your thoughts on light..	6
CO 2	Q.4	What is the contribution of Charles sanders Peirce and Ferdinand De Saussure on semiotics.	3
CO 2	Q.5a	Define avant-garde theory	3
	Q.5b	Draw a poster of any thriller movie you want to make as a director	3
CO 2	Q 6	Shed some light on the theory of constructivism	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Visual Communication*** /Course code ***JMC 105*** is level 2 for the academic year 2021-2022.

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Amity School of Communication
Course Handout
Course: BAJMC , State and Politics
Course Code : JMC 106, Crédits : 02, Session: 2021-2022 (Odd Sem.), Class : BAJMC. 1st Year
Faculty Name : Mr. Ashish Sharma

A. Introduction: This course is meant to examine the dynamic interplay between state institutions and political processes, fostering an understanding of political systems, power structures, and the impact of governance on society and individual rights.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 106.1: Students will be able to identify forms of government, coalitions and alliances

JMC 106.2: Students will be able to analyze political issues in the overall context of the Indian Constitution.

JMC 106.3: Understanding the functioning of different assembly and to understand how their working effect normal people.

JMC 106.4: Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.

JMC 106.5: Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and thejudiciary.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Indian Constitution	**Weightage**
Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State	**25%**
Module II: Power and functioning of Democratic Institutions	**25%**
President and Vice President: Election and power, Prime Minister and the cabinet , Governor: Power & functions , Chief Minister and the cabinet, Parliament – Functions and powers	
Module III: Judicial System	**25%**
State legislature – Functions and powers , Superior Judiciary - Supreme Court, High Courts, Subordinate Judiciary	
Module IV: Electoral System	**25%**
Election Commission – Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President , Multi Party System - National and Regional Parties	

E. Examination Scheme

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Noorani A.G.,.*Constitutional Questions in india The President,Parliament and the States.2002*.Delhi.Oxford University Press
- Basu Durga Das.2009.*Introduction to the Constitution of India*.2011.LexisNexis
- Dhar, P.N. 2001.*Indira Gandhi, The Emergency And Indian Democracy*.USA.Oxford University Press

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- Laxmikanth M.2009.*Indian Polity.* Tata Mcgraw Hill Education Private Limited
- Mehra Ajay and D.D. Khanna.2003.*Political Parties and Party Systems*.Sage India

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic understanding of the Indian political system. Political parties and groups in power at the centre and states Coalition politics	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
2	Major alliances –UPA, NDA, Left, Third Front Multiparty and two-party systems	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
3	Parliamentary versus presidential form of government, federal and unitary government	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
4	Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions,	Lecture	JMC 106.1	Mid Term-1, Quiz & End Sem Exam
5	political extremism like Maoism and Naxalism, Political defections-anti-defection laws	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
6	Making of Indian Constitution, philosophy, unity in diversity Main features of Constitution, secularism, socialist, democratic, republican	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
7	Main features of preamble, directive principles,	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
8	Key Constitutional terminologies like Bill	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam
9	Ordinance etc Key amendments of the Constitution	Lecture	JMC 106.2	Mid Term-1, Quiz & End Sem Exam

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10	fundamental rights, citizenship	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
11	Fundamental Duties	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
12	Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences State legislative assemblies	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
13	legislative councils; Election Commission, powers and structure, model code of conduct, election process	Lecture	JMC 106.3	Mid Term-1, Quiz & End Sem Exam
14	General elections, midterm election, Constitutional Reforms, Understanding the constituencies	Lecture	JMC 106.4	Mid Term-1, Quiz & End Sem Exam
15	President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
16	Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
17	Governor-powers, functions, responsibilities, relations with Central govt.	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
18	State Governments, chief ministers and state council of minister	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
19	Centre-state relations	Lecture	JMC 106.4	Presentation, Quiz & End Sem Exam
20	Supreme Court, appointment of Chief Justice of India,	Lecture	JMC 106.5	Presentation, Quiz & End Sem Exam
21	Understanding the functioning of High Courts	Lecture	JMC 106.5	Presentation, Quiz & End Sem Exam
22	Session Courts and tribunal court, Different duties of	Lecture	BJM 106.5	Presentation,

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	Judiciaries			Quiz & End Sem Exam
23	Judicial review, Public Interest Litigation; Writ petitions, High Courts; Judicial Activism	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam
24	Role of Judiciary in Media exposure	Lecture	BJM 106.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC 106.1	Students will be able to identify forms of government, coalitions and alliances	3	3	1	3	1				2		2	1
JMC 106.2	Students will be able to analyze political issues in the overall context of the Indian Constitution.	3	2	2	2	2				2		1	1
JMC 106.3	Understanding the functioning of different assembly and to understand how their working effect normal people.	3	2	2	2	2				3		3	1

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JMC 106.4	Understanding the powers and the duties assigned to different executive members. TO understand how a state and country runs.	3	3	2	3	2				1		2	1
JMC 106.5	Understanding the working of judiciary, from their responsibilities to their functioning. To describe the functioning and structure of the state, legislature, executive and the judiciary.	2	2	1	2	3				2		2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2021-2022						
Class: BAJMC I Semester						
Subject Name: JMC 106 State and Politics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the basic function of government ministries.	3

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CO1	Q.2a	Discuss the process of electing a prime minister in India?	3
	Q.2 b	What are your thoughts on coalition government?	3
CO2	Q.3	Discuss the importance of constitution in running a democracy.	6
CO2	Q.4	What is the difference between fundamental duties and fundamental rights?	3
CO2	Q.5a	Shed some light on the rights given to journalist by our constitution	3
	Q.5 b	Discuss any 5 articles from our constitution	3
CO2	Q 6	Discuss the power of president in our country.	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **STATE AND POLITICS** /Course code ***JMC 106*** is level **2** for the academic year 2021-2022.

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Amity School of Communication
Course Handout
Course : Digital Skills for Media I
Course Code : JMC 107 Crédits :03 Session : 2021-2022 (Odd Sem.) , Class : BAJMC I Sem
Faculty Name : Sanjay Singh Sikarwar

Introduction: The course aims to introduce basic concepts of print. In this course students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in print media. Students will study the designing of print layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

A. **Course Outcomes:** At the end of the course, students will be able to:

JMC 107 .1. Students will understand the basic computer fundamentals.
JMC 107.2. Students will learn the basics of Photoshop and CorelDraw
JMC 107.3. Students will learn the basics of Quark express and Indesign.
JMC 107.4. Evaluate the different ideologies in the field of graphics & editing
JMC 107.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Computer Fundamentals and Ms Office	**Weightage**
Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals, Introduction to Operating System (Windows 10), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer), Ms office Suit, Introduction to word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools. MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs, MS PowerPoint Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering, Presentations.	**40%**
Module II: Introduction to Photoshop	**30%**
Introduction to Graphics, Colour models and modes, Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tool. Use of Photoshop for Designing and Photo Publishing.	

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Module III: Introduction to Adobe In Design	**30%**
Working with In-design, Page design, Newspaper, Magazine & Advertisement Design with the help of In-design, Hindi Typing Techniques, English Typing Techniques, Practice of Both Type of Typing.	

Lab/ Practicals: Training of Graphics and Animation Software

F. Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**Total**
70 %	**30 %**	**100**

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

G. **Suggested Text/Reference Books:**

- Shalini and Adity Gupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production
- Help Command of the related Software Programme.

H. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Generations	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
2	Basic components of Computer	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
3	Input/output devices	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
4	Memory and other peripherals	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction to Operating System (Windows 10),	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
6	Functions and features of Operating System	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
7	Accessories, Control Panel, Desktop, Windows Explorer	Lecture	JMC 107.1	Mid Term-1, Quiz & End Sem Exam
8	Ms office Suit, Introduction to word Processing	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
9	MS Word interface, Tools and Menus	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
10	Document editing and formatting, Mail Merge	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
11	MS Excel Interface, Tools and Menus, Creating Spreadsheet	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
12	Use of functions, Charts	Lecture	JMC	Mid Term-1,

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	and Graphs, MS PowerPoint Interface		107.2	Quiz & End Sem Exam
13	Tools and Menus, Creating slides	Lecture	JMC 107.2	Mid Term-1, Quiz & End Sem Exam
14	inserting multimedia objects	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
15	Transition and Custom Animation	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
16	Delivering, Presentations.	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
17	Introduction to Graphics	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
18	Colours	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
19	Tools and Menus	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
20	models and modes	Lecture	JMC 107.3	Mid Term-1, Quiz & End Sem Exam
21	Graphic file formats	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
22	Applications	Practical	JMC 107.4	Presentation, Quiz & End Sem Exam
23	Adobe Photoshop Interface	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
24	Tools and Menus, Working with Layers	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
25	Filters, Masking and other tool.	Practical	JMC 107.4	Presentation, Quiz & End Sem Exam
26	Use of Photoshop for Designing and Photo Publishing	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
27	Corel Draw Interface, Tools and Menus	Lecture	JMC 107.4	Presentation, Quiz & End Sem Exam
28	Working with Corel Draw	Lecture	JMC	Presentation,

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			107.4	Quiz & End Sem Exam
29	Advertisement, Pamphlet	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
30	Brochure, Posters Invitation Card	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
31	Flex Design with the help of Corel Draw	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
32	Flex Design with the help of Photoshop	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
33	Quark Express Interface	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
34	Tools and Menus	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
35	Working with Quark	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
36	Page design	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
37	News paper, Magazine & Advertisement Design	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
38	In-design Interface	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam
39	In-design working	Practical	JMC 107.5	Presentation, Quiz & End Sem Exam
40	Tools and Menus	Lecture	JMC 107.5	Presentation, Quiz & End Sem Exam

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I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 107.1	Students will understand the basic computer fundamentals.	3	3	1	3	1				2		2	1			
JMC 107.2	Students will learn the basics of Photoshop and CorelDraw	3	2	2	2	2				2		1	1			
JMC 107.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
JMC 107.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
JMC 107.5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –I) 2021-2022						
Class: BA(J&MC) I Semester						
Subject Name: Digital Skills for Media I JMC107		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the Different designing software and concept.
CO2: Apply different application as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessments the level of Course outcome attainment of the course Digital Skills for Media I /Course code JMC ***107*** is level **2** for the academic year 2021-2022.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Print Media Production
Course Code : JMC 108, Crédits : 02 (P), Session : 2021-2022 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Pranav Mishra

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
JMC108.1. In this course students will understand the Print Pre Production.
JMC108.2. In this course students will understand the Print Production.
JMC108.3. In this course students will understand the Print Post Production.
JMC108.4. They will be introduced to the concepts of Print Final Production
JMC108.5. Understand the Print Media Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

Syllabus	Weightage (%)
Module I: Pre Production	**30%**
• News • News writing	
Module II Production	**40%**
• Mast Head • Paging • Advertisement • News Editing	
Module III Post Production	**30%**
• Print Post Production • Software	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	**Practical**	JMC 108.1	Project & Viva
2	Pre Production	**Practical**	JMC 108.1	Project & Viva
3	Pre Production	**Practical**	JMC 108.1	Project & Viva
4	Pre Production	**Practical**	JMC	Project &

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			108.1	Viva
5	Pre Production	**Practical**	JMC 108.1	Project & Viva
6	Pre Production	**Practical**	JMC 108.1	Project & Viva
7	Pre Production	**Practical**	JMC 108.1	Project & Viva
8	Pre Production	**Practical**	JMC 108.1	Project & Viva
9	Pre Production	**Practical**	JMC 108.1	Project & Viva
10	Pre Production	**Practical**	JMC 108.1	Project & Viva
11	Pre Production	**Practical**	JMC 108.1	Project & Viva
12	Pre Production	**Practical**	JMC 108.1	Project & Viva
13	Production	**Practical**	JMC 108.2	Project & Viva
14	Production	**Practical**	JMC 108.2	Project & Viva
15	Production	**Practical**	JMC 108.2	Project & Viva
16	Production	**Practical**	JMC 108.2	Project & Viva
17	Production	**Practical**	JMC 108.2	Project & Viva
18	Production	**Practical**	JMC 108.2	Project & Viva
19	Production	**Practical**	JMC 108.2	Project & Viva
20	Production	**Practical**	JMC 108.2	Project & Viva
21	Production	**Practical**	JMC 108.2	Project & Viva
22	Production	**Practical**	JMC 108.2	Project & Viva
23	Production	**Practical**	JMC 108.3	Project & Viva
24	Production	**Practical**	JMC 108.3	Project & Viva
25	Post Production	**Practical**	JMC 108.3	Project & Viva
26	Post Production	**Practical**	JMC 108.3	Project & Viva
27	Post Production	**Practical**	JMC 108.3	Project & Viva

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28	Post Production	**Practical**	JMC 108.3	Project & Viva
29	Post Production	**Practical**	JMC 108.3	Project & Viva
30	Post Production	**Practical**	JMC 108.4	Project & Viva
31	Post Production	**Practical**	JMC 108.4	Project & Viva
32	Post Production	**Practical**	JMC 108.4	Project & Viva
33	Post Production	**Practical**	JMC 108.4	Project & Viva
34	Post Production	**Practical**	JMC 108.4	Project & Viva
35	Post Production	**Practical**	JMC 108.4	Project & Viva
36	Post Production	**Practical**	JMC 108.4	Project & Viva
37	Post Production	**Practical**	JMC 108.5	Project & Viva
38	Post Production	**Practical**	JMC 108.5	Project & Viva
39	Post Production	**Practical**	JMC 108.5	Project & Viva
40	Post Production	**Practical**	JMC 108.5	Project & Viva
41	Post Production	**Practical**	JMC 108.5	Project & Viva
42	Post Production	**Practical**	JMC 108.5	Project & Viva
43	Post Production	**Practical**	JMC 108.5	Project & Viva
44	Post Production	**Practical**	JMC 108.5	Project & Viva
45	Post Production	**Practical**	JMC 108.5	Project & Viva
46	Post Production	**Practical**	JMC 108.5	Project & Viva
47	Post Production	**Practical**	JMC 108.5	Project & Viva
48	Post Production	**Practical**	JMC 108.5	Project & Viva

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 108.1	In this course students will understand the Print Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 108.2	In this course students will understand the Print Production.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 108.3	In this course students will understand the Print Post Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 108.4	They will be introduced to the concepts of Print Final Production	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 108.5	Understand Print Media Production Process	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Print Media Production** /Course code ***JMC 108*** is level 1 for the academic year 2021-2022.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Specialized Reporting, Writing & Editing
Course Code : JMC 201, Crédits : 3, Session : 2018-19 (EVEN), Class BAJMC 2nd Semester
Faculty Name: Aditya Kumar Shukla

Introduction: The course aims at teaching specialized writing genres such as magazine writing, editorial writing, and disaster reporting among others. It also discusses various aspects of investigative reporting and editing and page layout planning. In addition students will also learn the basics of print media editing

Course Outcomes: At the end of the course, students will be able to:

- JMC-201.1- The course designed to familiarize the students with the concept of various types of features for magazines
- JMC-201.2- The course will empower students to enhance their media literacy skills; the course will help students different leads, the body text and ending.
- JMC-201.3- They will develop the ability to discern and interpret media messages, course will train students to demonstrate interviewing and newsgathering skills
- JMC-201.4- This includes a detailed exploration to make the students well versed with the Principles and Practices to editing skills including proof reading and headline writing
- JMC-201.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home	S/V/Q/HA	10%

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	Assignment		
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: News Gathering	**30 %**
Beat Reporting, Covering a news beat; Covering local beats; Crime reporting; Education reporting; Health reporting Civic Issues reporting; Covering local government, Covering national level beats; Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections); Parliament Reporting (Parliament Structure, reporting on legislature), Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting; Business Reporting; Sports Reporting	
Module II: Investigative Reporting	**20%**
Definition and elements; Tools of investigative reporting; Sting Operations and latest trends Relevant Case studies: Indian and International different languages	
Module III: Feature and Magazine Writing	**30 %**
How to write a feature; Different types of features; Writing Book reviews; Writing film reviews, Indepth news analysis; Gossip, diary and opinion columns; Profiles Human Interest features, Editorial writing; Travel writing; Disaster reporting; Page 3 and lifestyle reporting Science and Technology reporting; Environmental reporting	

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Module IV: Editing	20%
Basics of editing: Meaning, Purposes, symbols, tools, lead, body, paragraphing; Grammar & Punctuation; Proof Reading; Editing and rewriting news and features Headlines – techniques, styles, purposes, kinds of headlines; Dummy pagemake- up Computer layout; Choosing the right visuals; Principles of photo editing; Page Layout Planning	

Teaching Pedagogy:

The class will be taught by giving references of daily life.

The course will be delivered through a combination of lectures, discussions and practical exercises

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Text Books 1. Prasad, Baba M. (1991). Reporting- Principles & Practice. Wordmakers, Bangalore. 2. Stephens, Mitchell & Gerald Lanson. (1986). Writing & Reporting the News. Harcourt Bruce Jovanovich College Publications, USA. 3. Mencher, Melvin. (1977). News Reporting & Writing. Wm.C.Brown Co. Publications, USA. 4. 4Parthasarthy, Rangaswami. (1996). Here is the News! Reporting for the Media. Sterling Publishing Pvt. Ltd. New Delhi. 5. Westley, Bruce (1980). News Editing (3rd Edition). IBH Publications, New Delhi. 6. Garst, Robert & Theodore Bernstein (1982). Headlines and Deadlines (4th Edition). Columbia University Press, New York, USA. 7. Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York. 8. French, Christopher (Ed) (1987). The AP Style Book & Libel Manual. Addison-Wesley Publication Co, Inc, USA.

E. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Beat Reporting, Covering a news beat	Lecture	BAJMC 604.1	Mid Term-1, Quiz & End Sem Exam
2	Covering local beats	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
4	Education reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting Civic	Lecture	JMC 201.1	Mid Term-1, Quiz &

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	Issues reporting; Covering local			End Sem Exam
6	Covering national level beats	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
7	Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
8	Parliament Reporting (Parliament Structure, reporting on legislature);	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
9	Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions) Entertainment and Lifestyle Reporting	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
10	Business Reporting;	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
11	Sports Reporting	Lecture	JMC 201.1	Mid Term-1, Quiz & End Sem Exam
12	Definition and elements; Tools of investigative reporting	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
13	Sting Operations and latest trends Relevant Case studies	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
14	Indian and International;	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
15	How to write a feature	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
17	Writing Book reviews	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for Television: Writing scripts	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
19	Writing film reviews,	Lecture	JMC 201.2	Mid Term-1, Quiz & End Sem Exam
20	Indepth news analysis;	Lecture	JMC 201.3	Mid Term-1, Quiz & End Sem Exam
21	Gossip, diary and opinion columns;	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
22	Profiles Human Interest features,	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
23	Editorial writing; Travel writing;	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
24	Disaster reporting	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
25	Page 3 and lifestyle reporting	Lecture	JMC 201.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology	Lecture	JMC 201.3	Mid Term-2, Quiz &

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	reporting;			End Sem Exam
27	Environmental reporting	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
28	Basics of editing: Meaning,	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
29	Purposes, symbols, tools, lead, body, paragraphing;	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
30	Grammar & Punctuation; Proof Reading	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
31	Editing and rewriting news and features	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
32	Headlines – techniques, styles, purposes, kinds of headlines	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
33	Dummy pagemake	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	JMC 201.4	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 201.1	The course designed to familiarize the students with the concept of news writing and reporting	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**
JMC 201.2	The course will help students develop writing skills	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**

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JMC 201.3	The course will train students to generate, develop and express ideas effectively in news gathering and reporting	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC 201.4	To make the students well versed with the Principles and Practices to news beats and develop the vocabulary, visualization skills and intricacies of news for media	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC 201.5	The course will also help develop knowledge of major media characteristics and proof reading different beats	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication II MID-SEMESTER (SEM –II) 2019-20						
Class: BAJMC.II Semester						
Subject Name: JMC-201 Specialized Reporting, Writing & Editing		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of News gathering and beats
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of a news story that a writer should include when writing for a news outlet?	3
CO1	Q.2a	How does the inverted pyramid structure benefit news writing, and why is it commonly used?	3
	Q.2b	What strategies can news writers employ to ensure their writing is clear, concise, and engaging?	3
CO1	Q.3	What are some common grammatical and stylistic errors that news writers should watch out for during proofreading?	6
CO2	Q.4	What tools or techniques can news writers use to streamline the proofreading process and catch errors more efficiently?	3
CO2	Q.5a	Why is it important for news writers to be aware of biases, both in their own writing and in the sources they use?	3
	Q.5b	How can news writers maintain objectivity and impartiality in their reporting?	3
CO2	Q 6	What role does headline writing play in news articles, and what are some best practices for crafting effective headlines?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting, Writing & Editing***/Course code ***JMC-201*** is level 2 for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Theories of Advertisements & Public Relations
Course Code : JMC 202, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Dr Dhruv Sabharwal

A. Introduction: This Subject deals with Advertisement & Public relation exposure to students for better academic progression.

B. Course Outcomes: At the end of the course, students will be able to:
JMC202.1. In this course students will understand the Role of Advertisement .
JMC202.2. In this course students will understand the PR.
JMC202.3. In this course students will understand the ADV Production.
JMC202.4. They will be introduced to the concepts of CSR
JMC202.5. Understand the PR Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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D. Syllabus

	Weightage
Module I: Advertising in Economy & Business	**25 %**
Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	
Module II: Advertising Theories	**25%**
Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	
Module III: Theories of Public Relation	
Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	25 %
Module IV: Media Organizations of the Government & Ethics	25%
Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013

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- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
- Balan, K.R.; Applied Public Relations and Communications; 2000 Sultan Chand & Sons New Delhi
- Seitel, Fraser P ; The Practice of Public Relations; 2006 by Prentice Hall
- Cottle, Simon ; News, Public Relations and power; Sage Publications Ltd (April 18, 2003)
- Black, Sam ; Practical public Realtions; Prentice Hall Trade; Revised edition (April 1983)
- Cutlip, S. M., Center, Allen H & Glen M. Broom; Effective Public Relations; Prentice Hall; 9 edition (July 25, 2005)
- Allen H. Center , Patrick Jackson , Stacey Smith ,Frank Stansberry ; Public Relation Practices; Prentice Hall; 7 edition (November 19, 2007)
- Henry Jr. & Rene, A.; Marketing Public Relations; Iowa State Press, 1 edition (January 2000)

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management	Lecture	JMC 202.1	Project & Viva
2	Advertising the key ingredient in National Economic Growth - Stimulating better products	Lecture	JMC 202.1	Project & Viva

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	,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management			
3	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
4	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad	Lecture	JMC 202.1	Project & Viva

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	Agencies, Research ,Creative, Media Account Service; *Integrated Agency Service, Account Planning and Account Management.*			
5	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
6	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
7	Advertising the key ingredient in National	Lecture	JMC 202.1	Project & Viva

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	Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.			
8	Advertising the key ingredient in National Economic Growth - Stimulating better products ,Healthy Competition , Competition and monopoly - Rising GNP; Optimizing the utility of purchase, Advertisers and Advertising Agencies; Agency Structure , Departments of Ad Agencies, Research ,Creative, Media Account Service; Integrated Agency Service, Account Planning and Account Management.	Lecture	JMC 202.1	Project & Viva
9	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and	Lecture	JMC 202.1	Project & Viva

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	Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
10	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
11	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
12	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness,	Lecture	JMC 202.2	Project & Viva

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	Cultural Impact of Advertising, Quest for materialism, Standards of taste.			
13	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
14	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
15	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	JMC 202.2	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
16	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
17	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of Advertising, Quest for materialism, Standards of taste.	Lecture	JMC 202.2	Project & Viva
18	Hierarchical Effects Theory ,Brand Theories, Color Theories : Audience Resistance, Resilience and Selectivity: Audience use Theories, Media Dependency Theories, Cognitive processes in Media Effects, Cultural and Critical studies. Social Aspects, Consumerism and Consumer Awareness, Cultural Impact of	Lecture	JMC 202.3	Project & Viva

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	Advertising, Quest for materialism, Standards of taste.			
19	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
20	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
21	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as	Lecture	JMC 202.3	Project & Viva

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	Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
22	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
23	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the	Lecture	JMC 202.3	Project & Viva

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	meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
24	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
25	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced	Lecture	JMC 202.3	Project & Viva

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	approach to public affairs, basic elements.			
26	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
27	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
28	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of	Lecture	JMC 202.3	Project & Viva

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	persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.			
29	Public Relations as a Social Philosophy of Management, Public Relations as Policy Decisions, Public Relations as Action, Public Relations as communication. Forms of persuasive communication, Advertising and Public Relations as persuasive communication. Public Opinion: The meaning of Public and the meaning of Opinion, attitudes in opinion formation , changing existing attitudes, formation of public opinion, rational basis of public opinion, propaganda. Techniques of propaganda: Issue management, an advanced approach to public affairs, basic elements.	Lecture	JMC 202.3	Project & Viva
30	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission,	Lecture	JMC 202.3	Project & Viva

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	Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
31	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.3	Project & Viva
32	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.4	Project & Viva
33	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State,	Lecture	JMC 202.4	Project & Viva

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	Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.			
34	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.5	Project & Viva
35	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom	Lecture	JMC 202.5	Project & Viva

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	of Speech.			
36	Media Organizations; PIB, DAVP, Publications Division, Film Certification Board, Song and Drama Division ,Research and Reference Division - Directorate of Field Publicity, DIPR PR in government State, Central. Ethics in Advertising: Code of Ethics in Advertising, Unfair and Restrictive Trade Practices , Monopolies and Restrictive Trade Practices Act 1969. MRTP Commission, Advertising Standards Council of India, Standards of Practice for Advertising Agencies, Legal Issues of Adverting Eg. Commercial Speech, Part of the freedom of Speech.	Lecture	JMC 202.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 202.1	In this course students will understand the Role of Advertisement .	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 202.2	In this course students will understand the PR	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 202.3	In this course students will understand the ADV Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**

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JMC 202.4	They will be introduced to the concepts of CSR	1	2	2	1	3	3	1	2	2	1	1	-	**2**	**3**	**1**
JMC 202.5	Understand the PR Production Process	3	1	3	3	1	1	2	2	2	2	3	-	**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Advertisement & Public Relation** /Course code ***JMC 202*** is level 2 for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Radio Journalism
Course Code : JMC 203. Crédits : 3, Session : 2019-20 (EVEN), Class BAJMC 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in basics of radio journalism. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-203.1- Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features.
- JMC-203.2- Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station,
- JMC-203.3- Students will interpret the challenges and solutions of the radio industry
- JMC-203.4- Students will outline the relationship of each personnel inside a radio station
- JMC-203.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Module I: Understanding the medium	**Weightage**
Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	**15%**

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Module II: Radio News	**15%**
Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins: Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	
Module III: News Reading	**20%**
News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	
Module IV: Radio Interview and Advertising	**20%**
Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	
Module V: Radio Program Production	**30%**

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Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	

Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of Basics of Radio Journalism, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi, 1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.

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F. Lecture Plan:

.Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
2	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
3	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
4	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
5	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam

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	stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)			
6	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
7	Strengths and Weaknesses of the Medium, Writing for ear- Who are you talking to? What do you want to say?, The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity, Writing script (Radio News/ Radio Feature/ Radio Play etc)	Lecture	JMC 203.1	Mid Term-1, Quiz & End Sem Exam
8	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
9	Radio News Reporting: Skills of a Radio News Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
10	Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
11	Radio News Reporting: Skills of a Radio News Reporter:	Lecture	JMC 203.2	Mid Term-1, Quiz & End

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	Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:			Sem Exam
12	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
13	Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:Local to International Editing News for Different Bulletins; Using Voice-Dispatches and other Elements in a Bulletin: Sequencing, Updating News Updates, News Reports, Newsreel etc.	Lecture	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
14	Radio News Reporting: Skills of a Radio News Reporter: Developing Sources, Gathering News, Giving Voice- Cast, Phonos, Anchoring and News Reading Skills: General Awareness, Presence of Mind; Clarity, Diction, Pronunciation, Compiling a Bulletin: Types of Bulletins:	Practical	JMC 203.2	Mid Term-1, Quiz & End Sem Exam
15	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head	Practical	JMC 203.3	Mid Term-1, Quiz & End Sem Exam

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	Phones, Trials and Promos			
16	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
17	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
18	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
19	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
20	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos	Lecture	JMC 203.3	Mid Term-1, Quiz & End Sem Exam
21	Pronunciation, Personality), News reading, Vocal Stressing, Inflections, Quotation Marks,	Lecture	JMC 203.3	Mid Term-2, Quiz & End Sem Exam

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	Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos			
22	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
23	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
24	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
25	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the	Lecture	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
26	Radio Interviewing(The basic	Practical	JMC 203.4	Mid Term-2,

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	approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links),			Quiz & End Sem Exam
27	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
28	Radio Interviewing(The basic approach, Question Technique etc), Vox Pop (Phrasing the Questions, Putting the Questions etc), Cues and Links (Information for the broadcasters, links), Making Radio Commercials (Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
29	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation:	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
30	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and	Practical	JMC 203.4	Mid Term-2, Quiz & End Sem Exam
31	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and			
32	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning;	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
33	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Broadcasting Guidelines; Conceptualization and Ideation: Show Designing; Radio Programme Production: Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
34	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam
35	Interviews, Radio Talk, Discussions, Review Programmes, Production of Musical Programmes; Best use of Music database; Talk show; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos,	Practical	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

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	Jingles; Telephonic Programmes			
36	Radio Programme Formats; Latest trends of Radio Programmes; Functions & Characteristics of Radio Programmes; Production and Recording Process Programme Planning; Discussion Programme; Drama/Skits; Radio Documentaries and Feature; Advertisements, Promos, Jingles; Telephonic Programmes	Theory	JMC 203.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 203	Students will be able to identify and write record, produce and edit several formats of radio programmes including news stories, and features	3	3	1	3	1	**3**	**2**	**1**	2	**3**	**2**		**3**	**2**	**1**
JMC 203	Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station.	3	2	2	2	2	**2**	**3**	**1**	2	**1**	**3**		**2**	**3**	**3**

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JMC 203	Students will interpret the challenges and solutions of the radio industry.	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC 203	Students will outline the relationship of each personnel inside a radio station.	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**
JMC 203	Equip students with proficiency in industry-standard software for audio editing and production	3	3	2	3	2	**2**	**3**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2021-23						
Class: JMC.II Semester						
Subject Name: JMC-203 BASICS OF RADIO PRODUCTION		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model.CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience	3

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		engagement and maintain relevance in a competitive media environment?.	
CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful BASICS OF RADIO PRODUCTIONs, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in BASICS OF RADIO PRODUCTION. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Journalism*** /Course code ***JMC-203*** is level 3 for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Fundamentals of Photography
Course Code : JMC 204, Crédits : 03, Session : 2019-20 (Even Sem.), Class : BA (J&MC) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: The objective of this course is to clear the fundamental concept of the medium of photography, combine the science and art of photography. This course will deal with historical aspects of medium and will design storytelling through visual medium.

B. Course Outcomes: At the end of the course, students will be able to:
JMC204.1. Understand the different aspects of Fundamentals of Photography
JMC204.2. Develop professional capabilities of Photography.
JMC204.3. Understand Basics of Photo Editing.
JMC204.4. They will be introduced to the concepts creative photography.
JMC204.5. Understand different theories of photography.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and

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multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Module I: Introduction to Visuals	**Weightage**
Human Eye and Camera. The social definition of photography: Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science.	**25%**
Module II: Visual Perception	**25%**

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Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations: Types of Camera, Types of Lenses. The art of seeing; Digital S.L.R vs. S.L.R.; Advantages of Aperture and depth of field; Shutter and motion; Focal length; Lenses and its relation to subjects; Exposure techniques; Different types of light : Natural & Artificial.	
Module III: Principles of Photography	**25%**
Rules of Composition: portraits, Landscape; Composing different subjects; Perspective, Texture, Pattern, Colour, Shape, Contrast, Types of Photography, Landscape, Portrait Still Documentary.	
Module IV: Compositing and Editing Photographs	**25%**
Concept of Light-room , Merging of multiple shots to produce a suitable output; Product based photography; Comparative study of Digital photography vs conventional photography; Editing techniques in photography	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Langford l& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Human Eye and Camera	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
2	Human Eye and Camera	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
3	The social definition of photography	Lecture	JMC 204.1	Mid Term-1, Quiz &

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				End Sem Exam
4	*The social definition of photography*	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Color	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
6	Light and Color	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
7	Qualities of light	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
8	Qualities of light	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
9	characteristics of light; Understanding the color theory	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
10	characteristics of light; Understanding the color theory	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
11	Contrast Painting and Photography; Photography as an Art and Science	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
12	Contrast Painting and Photography; Photography as an Art and Science	Lecture	JMC 204.1	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
14	Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,)	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (aperture, shutter speed, focal length,	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem

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	depth of field etc.,)			Exam
16	Camera operations: Types of Camera, Types of Lenses.	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
17	Camera operations: Types of Camera, Types of Lenses.	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
18	The art of seeing; Digital S.L.R vs. S.L.R.;	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
19	Advantages of Aperture and depth of field; Shutter and motion	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
20	Advantages of Aperture and depth of field; Shutter and motion	Lecture	JMC 204.2	Mid Term-1, Quiz & End Sem Exam
21	Focal length; Lenses and its relation to subjects;	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
22	Exposure techniques; Different types of light	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
23	Exposure techniques; Different types of light	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
24	Natural & Artificial.	Lecture	JMC 204.3	Presentation, Quiz & End Sem Exam
25	Rules of Composition: portraits, Landscape	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
26	Rules of Composition: portraits, Landscape	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
27	Rules of Composition: portraits, Landscape	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam

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28	Composing different subjects;	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
29	Composing different subjects;	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
30	Composing different subjects;	Practical	JMC 204.3	Presentation, Quiz & End Sem Exam
31	Perspective, Texture,	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
32	Pattern, Colour, Shape	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
33	Pattern, Colour, Shape	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
34	Contrast, Types of Photography	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
35	Contrast, Types of Photography	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
36	Landscape, Portrait Still Documentary	Practical	JMC 204.4	Presentation, Quiz & End Sem Exam
37	Concept of Light-room	Lecture	JMC 204.4	Presentation, Quiz & End Sem Exam
38	Concept of Light-room	Lecture	JMC 204.4	Presentation, Quiz & End Sem Exam
39	Merging of multiple shots to produce a suitable output	Lecture	JMC 204.4	Presentation, Quiz & End Sem Exam
40	Merging of multiple shots to produce a	Lecture	JMC 204.4	Presentation, Quiz

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	suitable output			& End Sem Exam
41	Product based photography;	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
42	Product based photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
43	Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
44	Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
45	Comparative study of Digital photography vs conventional photography; Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
46	Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
47	Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam
48	Editing techniques in photography.	Lecture	JMC 204.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 204.1	Understand the different aspects of Fundamentals of Photography	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**
JMC 204.2	Develop professional capabilities of Photography.	-	1	1	3	1	2	3	1	-	-	-	-	-	**2**	**2**
JMC 204.3	Understand Basics of Photo Editing.professionals.	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**
JMC 204.4	They will be introduced to the concepts creative photography.	-	1	1	3	1	2	3	1	-	-	-	-	-	**2**	**2**
JMC 204.5	Understand *different theories of photography.*	-	2	1	2	1	3	3	1	-	-	-	-	-	**2**	**2**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-II) 2019-20						
Class: BAJMC II Semester						
Subject Name: JMC 204 Fundamentals of Photography		Time:1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: In this course students will understand the emergence of the new 'reader'.
CO2: They will come to know about convergence of media and technology.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is difference between lens and camera?	3
CO1	Q.2a	What are the tools of camera?	3
	Q.2b	What is meaning of focal length with respect to camera?	3
CO2	Q.3	What is exposure triangle?	6
CO2	Q.4	What do you understand by white balance .	3
CO2	Q.5a	What is ISO and why it is important for photography?.	3
	Q.5b	What bracketing in photography?	3
CO2	Q6	What are the similarities between eye and a camera?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Fundamentals of Photography*** /Course code JMC ***404*** is level **3** for the academic year 2019-20.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: INDIAN ECONOMY & FOREIGN RELATIONS
Course Code: JMC 205, Credits: 03, Session: 2019-20 (Even Sem), Class: BA(J&MC). II SEM
Faculty Name: Aditya Kumar Shukla

A. Introduction: Using appropriate analytical frameworks, this course reviews major trends in economic and foreign policy indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points. Given the rapid changes taking place in India.

B. Course Outcomes: At the end of the course, students will be able to:

JMC205.1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

JMC205.2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

JMC205.3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

JMC205.4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

JMC205.5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Economic Development Since Independence	**25%**
Major Features Of The Economy At Independence; Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions And Policy Framework; An Assessment of Performance—Sustainability And Regional Contrasts; Structural Change, Savings And Investment; Population And Human Development, Demographic Trends And Issues; Education; Health And Malnutrition, Growth And Distribution, Trends And Policies In Poverty; Inequality And Unemployment, International Comparisons	
Module II: Indian Economy And Issues Relating To Planning	**25%**
Macroeconomic Policies And Their Impact Fiscal Policy; Trade And Investment Policy; Financial And Monetary Policies; Labour Regulation, Policies And Performance In Agriculture growth; Productivity; Agrarian Structure And Technology; Capital Formation; Trade; Pricing And Procurement, Policies And Performance In Industry Growth; Productivity; Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment, Trends And Performance In Services, Investment Models, Government Budgeting, Inclusive Growth And Issues Arising From It.	
Module III: Organizations and Institutions	**20%**
World Bank; The Asian Development Bank; World Economic Forum, United Nations And Its Various Bodies, International Groupings- Like G8, And Commonwealth, National Organizations- Central Bureau Of Investigation (Cbi), Election Commission (Ec), Central Vigilance Commission (Cvc), National Human Rights Commission (Nhrc) , Cag	
Module IV: Indian Foreign Policy	**30%**
Determinants And Principles Of India's Foreign Policy: Domestic And International Sources Of India's Foreign Policy, Objectives And Principles, Non-Alignment: Concepts, Policy And Relevance, India And World Trade Organisation (Wto), India At The United Nations: Security Council Reforms, Changing Relations With The Us And Russia From Cold War To Post Cold War, India China Relations: Challenges And Prospects; Pakistan: Challenges And Prospects; Afghanistan, Sri Lanka, Bangladesh,	

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Nepal, Bhutan, Maldives And Middle East: Main Issue; India And Regional Organizations - European Union (Eu), Association Of South East Asian Nations (Asean) And South Asian Association Of Regional Cooperation (Saarc), Security Challenges Of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions, and task-based activities.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Appadorai, A. (1981) Domestic Roots of Foreign Policy. New Delhi: Oxford University Press
- Bandhopadhyaya, J. (1970) Making of India's Foreign Policy. New Delhi: Allied.
- Rana, A.P. (1976) Imperatives of Non-Alignment: A Conceptual Study of India's Foreign Policy Strategy in the Nehru Period. New Delhi: Macmillan.
- Mishra, K.P. (ed.) (1969) Studies in India's Foreign Policy. New Delhi: Vikas, pp. 90-06.
- Srivastava, P. (ed.) (2001) Non-Alignment Movement: Extending Frontiers. New Delhi: Kanishka Publishers, pp. 177-182.
- Nayar, B.R and Paul, T.V. (2003) India in the World Order. New York: Cambridge University, Press, pp. 115-158.
- Karunakaran, K.P. (1958) India in World Affairs. Vol I. New Delhi: Oxford University Press, Chapter 9 & 10

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Major Features of The Economy at Independence	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
2	Growth And Development Under Different Policy Regimes—Goals, Constraints, Institutions and Policy Framework	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
3	An Assessment of Performance—Sustainability and Regional Contrasts	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
4	Structural Change, Savings, and Investment	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
5	Population And Human Development, Demographic Trends, and Issues	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
6	Education; Health and Malnutrition, Growth and Distribution, Trends and Policies in Poverty	Lecture	JMC205.1	Mid Term-1, Quiz & End Sem Exam
7	Inequality and Unemployment, International Comparisons	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
8	Macroeconomic Policies and Their Impact Fiscal Policy; Trade and Investment Policy.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
9	Financial And Monetary Policies; Labour Regulation, Policies and Performance in Agriculture growth	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
10	Productivity; Agrarian Structure and Technology; Capital Formation.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
11	Trade; Pricing and Procurement, Policies and Performance in Industry Growth; Productivity.	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
12	Diversification; Small Scale Industries; Public Sector; Competition Policy; Foreign Investment,	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam

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13	Trends And Performance in Services, Investment Models, Government Budgeting, Inclusive Growth, and Issues Arising from It	Lecture	JMC205.2	Mid Term-1, Quiz & End Sem Exam
14	World Bank; The Asian Development Bank National Human Rights Commission (Nhrc)	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
15	World Economic Forum, United Nations, and Its Various Bodies	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
16	International Groupings- Like G8, And Commonwealth	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
17	National Organizations- Central Bureau of Investigation (Cbi)	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
18	Election Commission (Ec), Central Vigilance Commission (Cvc).	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
19	Determinants And Principles of India's Foreign Policy	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
20	Domestic and International Sources of India's Foreign Policy Objectives and Principles	Lecture	JMC205.3	Mid Term-1, Quiz & End Sem Exam
21	Non-Alignment: Concepts, Policy And Relevance	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
22	India And World Trade Organisation (Wto)	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
23	India At the United Nations: Security	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
24	Council Reforms, Changing Relations with The Us and Russia From Cold War To Post-Cold War	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam

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25	India China Relations: Challenges and Prospects	Lecture	JMC205.3	Presentation, Quiz & End Sem Exam
26	Pakistan: Challenges and Prospects	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
27	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
28	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
29	Afghanistan, Sri Lanka, Bangladesh, Nepal, Bhutan, Maldives, and Middle East: Main Issue	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
30	India And Regional Organizations - European Union (Eu)	Lecture	JMC205.4	Presentation, Quiz & End Sem Exam
31	Association Of Southeast	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
32	Asian Nations (Asean) And South Asian Association of Regional Cooperation (Saarc).	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
33	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
34	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
35	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam
36	Security Challenges of India: An Appraisal: Terrorism, Energy Security, Nuclear Policy	Lecture	JMC205.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC205.1	Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
JMC205.2	The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
JMC205.3	Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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JMC205.4	The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JMC205.5	Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II) 2019-20

Class: BA(J&MC) II Semester

Subject Name: JMC205 INDIAN ECONOMY AND FOREIGN RELATIONS	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Students will be able to gain insights into the major features of the Indian economy at independence and its growth under different policy regimes.

CO2. The student will be able to explore the impact of macroeconomic policies, including fiscal, trade, investment, financial, and monetary policies, on the Indian economy.

CO3. Students will be able to familiarize with key international organizations and institutions such as the World Bank, Asian Development Bank, World Economic Forum, United Nations, and various international groupings.

CO4. The students will understand the determinants and principles shaping India's foreign policy, considering both domestic and international sources.

CO5. Students will be able to evaluate the security challenges faced by India, including terrorism, energy security, nuclear policy, and geopolitical considerations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What were the major features of the Indian economy at independence, and how have growth and development evolved under different policy regimes?	3
CO2	Q.2a	Analyze the goals, constraints, institutions, and policy frameworks that have shaped economic development in India. Evaluate the sustainability and regional contrasts in economic performance.	3
	Q.2b	Explore the factors contributing to structural change, savings, and investment in the Indian economy. Assess the	3

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		demographic trends, education, health, and malnutrition issues impacting population and human development.	
CO4	Q.3	Discuss the trends and policies addressing poverty, inequality, and unemployment in India, considering international comparisons. How has India fared in comparison to other nations?	6
CO3	Q.4	Examine the impact of macroeconomic policies such as fiscal, trade, and investment policies on the Indian economy. How do financial and monetary policies influence economic growth?	3
CO5	Q.5a	Evaluate labour regulation policies and their performance in agriculture, focusing on productivity, agrarian structure, technology, capital formation, trade, pricing, and procurement.	3
	Q.5b	Assess policies and performance in the industrial sector, considering growth, productivity, diversification, small-scale industries, public sector, competition policy, and trends in foreign investment and services.	3
CO3	Q 6	Explore the functions and significance of national organizations in India, such as the Central Bureau of Investigation (CBI), Election Commission (EC), Central Vigilance Commission (CVC), National Human Rights Commission (NHRC), and Comptroller and Auditor General (CAG).	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Indian Economy and Foreign Relations /JMC 205** is level 2 for the academic year 2019-20.

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Course Handout
Digital Skills for Media-II
Course Code : JMC 206 Crédits : 2 Session : 2019-20, Class : BAJMC II Semester
Faculty Name: Sanjay Singh Sikarwar

A. Introduction: Sound is stored for playback through the process of sound recording. Recording devices capture sound waves from the air and convert them into electrical signals or digital data, which are then stored on media such as records, compact discs (CDs), and computer hard drives. Students will learn all the terminologies such as playback equipment reverses the recording process to reproduce the original sound. Sound recording is used in the music, movie, television, and radio industries.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 206.1.. Understand the concepts of Sound recording & editing.
JMC 206.2. Analyse various terminologies and equipment setting.
JMC 206.3. Identify, implement and evolve conceptual understanding of the Sound recording & editing.
JMC 206.4. Evaluate the different technologies such as Peaking, balancing, mastering etc.
JMC 206.5. Enable students to prepare project on audio sampling.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Basics of Sound Recording and Sound Equipments	**Weightage**
Voice casting, Sound Theory: Frequency, Amplitude, the art of foley, Microphone, Characteristics, Sound Recording Fundamentals:–Mic placement –Angle vs Distance – Signal to Noise Ratio, Types of Sound Equipments, Basic Recording Techniques, Basics of Digital Audio, Powering Up Hardware.	**35%**
Module II: Sound Recording Software	**30%**
Introduction to Software, Sound-forge Interface, Tools and Menus, Working with Sound-forge, Audio Recording, Audio programme recording and editing with the help of Sound-forge.	
Module III: Sound Editing	**35%**
Sound Editing: dialogue editing -cleaning up audio, noise reduction, etc, Creating First Session, Making First Recording, Importing Media in to Session, Basic Editing Techniques, Using Virtual Instruments, Recording on Sound forge, Basic Mixer Terminology, Basic Automation, Basic Mixing Techniques, Creating Stereo Mix Down, Multi-track Editing, Hands on Project	

Examination Scheme for Theory+Practical (T+P) Subject

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- The Foley Grail: The Art of Performing Sound for Film, Games and Animation by Vanessa Theme Ament (2009, Focal Press)
- The Sound Effects Bible by Ric Viers (2008, Michael Wiese Productions)
- Audio Basics by Stanley R. Alten (2012, Wadsworth Publishing)

G. Lecture Plan:

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Voice casting	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam

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2	Frequency, Amplitude	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
3	the art of foley	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
4	Microphone	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
5	Sound Recording Fundamentals:– Mic placement –Angle vs Distance	Lecture	JMC 206.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Sound Equipment	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
7	Basics of Digital Audio	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
8	Introduction to Software	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
9	Tools and Menus,	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
10	Audio Recording	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
11	Sound Editing	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
12	noise reduction	Practical	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
13	Using Virtual Instruments	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
14	Basic Automation	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
15	Mixing Terminologies	Lecture	JMC 206.2	Mid Term-1, Quiz & End Sem Exam
16	Sound Peaking	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
17	Sound forge	Lecture	JMC 206.3	Mid Term-1,

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				Quiz & End Sem Exam
18	Adobe audition	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
19	Stereo Sound	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
20	Dolby digital sound	Lecture	JMC 206.3	Mid Term-1, Quiz & End Sem Exam
21	Types of microphone	practical	JMC 206.3	Presentation, Quiz & End Sem Exam
22	connectors & Cables	Practical	JMC 206.3	Presentation, Quiz & End Sem Exam
23	Mastering of Sound	practical	JMC 206.3	Presentation, Quiz & End Sem Exam
24	Acoustic terminologies	Lecture	JMC 206.3	Presentation, Quiz & End Sem Exam
25	Recording of instrumental	Practical	JMC 206.3	Presentation, Quiz & End Sem Exam

26	Mixing Terminologies	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
27	Sound Peaking	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
28	Sound forge	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
29	Adobe audition	Lecture	JMC 206.4	Presentation, Quiz & End Sem Exam
30	Stereo Sound	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam
31	Dolby digital sound	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam
32	Types of microphone	Lecture	JMC 206.5	Presentation, Quiz & End Sem

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				Exam
33	connectors & Cables	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
34	Mastering of Sound	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
35	Acoustic terminologies	Practical	JMC 206.5	Presentation, Quiz & End Sem Exam
36	Mixing Terminologies	Lecture	JMC 206.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 206.1	Understand the concepts of Sound recording & editing.	3	3	1	3	1				2		2	1			
JMC206.2	Analyse various terminologies and equipment setting	3	2	2	2	2				2		1	1			
JMC206.3	Identify, implement and evolve conceptual understanding of the Sound recording & editing	3	2	2	2	2				3		3	1			
JMC206.4	Evaluate the different technologies such as Peaking,	3	3	2	3	2				1		2	1			

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	balancing, mastering etc.															
JMC206.5	Enable students to prepare project on audio sampling.	2	2	1	2	3				2		2	1			

Sample Paper Amity School of communication 2019-20						
Class: BAJMC Digital Skills for Media-II Sem						
Subject Name: Digital Skills for Media II		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Sound? What are the applications of sound?	3
CO1	Q.2a	What is Acoustic? What do you mean by reflection of sound?	3
	Q.2b	Define:(1) Frequency (2) Amplitude	3
CO2	Q.3	Explain the role of Sound engineer in industry	6
CO2	Q.4	What is transducer? What is microphone?	3
CO2	Q.5a	What is stereo sound? How to convert mono into stereo sound?	3
	Q.5b	What is art of foley?	3

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CO2	Q6	Name some important audio software.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 70% marks then level1
Level	3	IF 80% of students secure more than 80% marks then level1

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media II*** /Course code ***JMC 206*** is level **3** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name: Radio Production
Course Code: JMC 207 Credit: 2 Session: 2019-20 (Even Sem), Class: BAJMC 2nd Semester
Faculty Name: Dr Manish Dubey

A. **Introduction:** This course provides a hands-on exploration of the dynamic world of radio, covering essential skills such as scriptwriting, voice modulation, program development, and news reporting. Get ready to dive into the art and science of crafting compelling audio content for diverse audiences.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 207.1. Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium

JMC 207.2. Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.

JMC 207.3. Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format...

JMC 207.4. Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.

JMC 207.5. Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Project	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical	A	5%

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	leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus:

	Weightage (%)
Module I: Pre Production	**30%**
• Script Development • Script writing • Pilot Script	
Module II Production	**40%**
• News • Doco drama • Vox-Pop • Interviews	
Module III Post Production	**30%**
• Post Production • Software	

E. Examination Scheme

F. Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

G. Suggested Text/Reference Books:

- "Radio Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Radio Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

H. Lecture Plan:

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I.

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Pre Production	Practical	JMC 207.1	Project & Viva
2	Pre Production	Practical	JMC 207.1	Project & Viva
3	Pre Production	Practical	JMC 207.1	Project & Viva
4	Pre Production	Practical	JMC 207.1	Project & Viva
5	Pre Production	Practical	JMC 207.1	Project & Viva
6	Pre Production	Practical	JMC 207.1	Project & Viva
7	Pre Production	Practical	JMC 207.1	Project & Viva
8	Pre Production	Practical	JMC 207.1	Project & Viva
9	Pre Production	Practical	JMC 207.2	Project & Viva
10	Pre Production	Practical	JMC 207.2	Project & Viva
11	Pre Production	Practical	JMC 207.2	Project & Viva
12	Pre Production	Practical	JMC 207.2	Project & Viva
13	Production	Practical	JMC 207.2	Project & Viva
14	Production	Practical	JMC 207.2	Project & Viva
15	Production	Practical	JMC 207.2	Project & Viva
16	Production	Practical	JMC 207.2	Project & Viva
17	Production	Practical	JMC 207.2	Project & Viva
18	Production	Practical	JMC 207.3	Project & Viva
19	Production	Practical	JMC 207.3	Project & Viva
20	Production	Practical	JMC 207.3	Project & Viva
21	Production	Practical	JMC 207.3	Project & Viva
22	Production	Practical	JMC	Project &

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			207.3	Viva
23	Production	Practical	JMC 207.3	Project & Viva
24	Production	Practical	JMC 207.3	Project & Viva
25	Post Production	Practical	JMC 207.3	Project & Viva
26	Post Production	Practical	JMC 207.3	Project & Viva
27	Post Production	Practical	JMC 207.3	Project & Viva
28	Post Production	Practical	JMC 207.3	Project & Viva
29	Post Production	Practical	JMC 207.3	Project & Viva
30	Post Production	Practical	JMC 207.3	Project & Viva
31	Post Production	Practical	JMC 207.4	Project & Viva
32	Post Production	Practical	JMC 207.4	Project & Viva
33	Post Production	Practical	JMC 207.4	Project & Viva
34	Post Production	Practical	JMC 207.5	Project & Viva
35	Post Production	Practical	JMC 207.5	Project & Viva
36	Post Production	Practical	JMC 207.5	Project & Viva
37	Post Production	Practical	JMC 207.5	Project & Viva
38	Post Production	Practical	JMC 207.5	Project & Viva
39	Post Production	Practical	JMC 207.5	Project & Viva
40	Post Production	Practical	JMC 207.5	Project & Viva
41	Post Production	Practical	JMC 207.5	Project & Viva
42	Post Production	Practical	JMC 207.5	Project & Viva
43	Post Production	Practical	JMC 207.5	Project & Viva
44	Post Production	Practical	JMC 207.5	Project & Viva
45	Post Production	Practical	JMC 207.5	Project & Viva
46	Post Production	Practical	JMC	Project &

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			207.5	Viva
47	Post Production	Practical	JMC 207.5	Project & Viva
48	Post Production	Practical	JMC 207.5	Project & Viva

J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 207.1	Develop proficiency in crafting engaging radio scripts, honing the skill of effective storytelling for the auditory medium	3	3	1	3	1	**3**	**2**	**3**	2		2	1	**3**	**2**	**2**
JMC 207.2	Enhance vocal techniques to convey emotions, information, and narratives with clarity and impact in radio broadcasting.	3	2	2	2	2	**3**	**3**	**2**	2		1	1	**3**	**3**	**2**
JMC 207.3	Cultivate the art of delivering timely and accurate news through radio, understanding the nuances of journalistic storytelling in the audio format.	3	2	2	2	2	**3**	**2**	**1**	3		3	1	3	**2**	**2**
JMC 207.4	Gain practical experience in operating radio equipment, executing live broadcasts, and navigating the technical aspects of radio production to prepare for real-world scenarios.	3	3	2	3	2	**2**	**2**		1		2	1	**2**	**3**	**3**

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JMC 207.5	Cultivate hands-on experience through practical exercises, preparing for real-world challenges in radio production within the broader field of mass communication.	2	2	1	2	3	**2**	**2**		2		2	1	**3**	**2**	**2**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***RADIO PRODUCTION*** /Course code ***JMC 207*** is level 2 for the academic year 2019-20.

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Course Handout
Course Name : Basics of Media Research
Course Code : JMC301, Crédits : 02, Session: **) 2019-20** (Odd Sem.), Class : BAJMC. III rd Sem
Faculty Name : Sumit Narula

A. Introduction: The objective of this course is to introduce basic concepts of research and to establish the relationship between mass communication, journalism & research.

B. *Course Outcomes:* *At the end of the course, students will be able to:*

1. JMC 301.1: Students will be able to outline the fundamentals of research.
2. JMC 301.2: Students will describe the relationship between mass communication, journalism & research.
3. JMC 301.3: Students will explain the process, concepts, and techniques of research & infer the impact of research in mass communication.\
4. JMC 301.4: Student will be able to understand Qualitative and quantitative research techniques.
5. JMC 301.5: Student will be able to understand the process of writing a research report.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Course Contents/Syllabus:

	Weightage
Module I – Introduction to Media Research • Meaning, definitions and types of research • Media research: Concept and Scope • Challenges and Prospect of Media Research in India • Research designs: Exploratory, Descriptive and Experimental • Approaches to research: Qualitative, Quantitative and Mixed • Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis. • Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview • Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	**35%**
Module II – Media Research Process and Sampling • Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Outcome of Research • Sampling: selecting a suitable sample using sampling methods • Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size	**35%**

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Module III – Media Research Report Writing and Ethical Issues • Types of Media Research reports: Research Articles / Paper, Project Report, Dissertation • Significance of Reference and Bibliography in Research • Ethical Issues in Research: Plagiarism and interviewers guidelines	**30%**

Pedagogy for Course Delivery:

- **Power-point presentation**
- **Relevant research papers as examples for explaining the concept**
- **Practical exercise for research methods and sampling**
- **Preparation of research article/paper**

Lab/ Practical details, if applicable:
NA Assessment/ Examination
Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**0**	**100**

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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	**Class Test**	**Research Assignment**	**Presentation**	**Attendance**	
Weightage (%)	10	10	5	5	70

Text & References:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning of research	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
2	Definitions and types of research	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
3	Media research: Concept and Scope	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
4	*Challenges and Prospect of Media Research in India*	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam
5	Research designs: Exploratory, Descriptive and Experimental	Lecture	JMC301.1	Mid Term-1, Quiz & End Sem Exam

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6	Approaches to research: Qualitative, Quantitative and Mixed	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
7	Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
8	Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
9	Discussion, Observation, Interview	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
10	Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
11	Media Research Process and Sampling	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
12	Steps of Media Research Process	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
13	Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
14	Deciding the Research Design	Lectu re	JMC30 1.2	Mid Term-1, Quiz & End Sem Exam
15	Collection of Data, Data Analysis, Finding	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam

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	the Results, Outcome of Research			
16	Sampling: selecting a suitable sample using sampling methods	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
17	Basic terms of sampling	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
18	sample plan, sample design, sample unit	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
19	sample frame and sample size	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
20	Media Research Report Writing and Ethical Issues	Lectu re	JMC30 1.3	Mid Term-1, Quiz & End Sem Exam
21	Types of Media Research reports	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
22	Research Articles / Paper,	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
23	Significance of Reference and Bibliography in Research Project Report, Dissertation	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam
24	Ethical Issues in Research: Plagiarism and interviewers guidelines	Lectu re	JMC30 1.3	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3
JMC 301.1	Students will be able to outline the fundamentals of research.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
JMC 301.2	Students will describe the relationship between mass communication, journalism & research.	**3**	**1**	**1**	**2**	**3**	**3**	**2**	**1**	**2**	**1**			
JMC 301.3	Students will explain the process, concepts and techniques of research & infer the impact of research in mass communication.	**1**	**2**	**3**	**2**	**1**	**3**	**2**	**3**	**2**	**1**			
JMC 301.4:	Student will be able to understand Qualitative and quantitative research techniques.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			
JMC 301.5:	Student will be able to understand the process of writing a research report.	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**			

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Sample Question Paper

Amity School of Communication **MID-SEMESTER (SEM –I) 2019-20**						
Class: JMCC-III Semester						
Subject Name: Basics of Media Research JMC 301		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	

The student will be able to
CO1: Understanding of basic concepts of research
CO2: Establish relationship between mass communication, journalism & research
CO3: Explain the process, concepts and techniques of research.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by research?	3
CO1	Q.2a	Explain the scope of media research?	3
	Q.2b	Explain the 'Research designs.'	3
CO2	Q.3	Enumerate the Challenges and Prospect of Media Research in India	6
CO2	Q.4	What do you mean by Hypothesis?	3
CO3	Q.5a	Write a short note on Sampling.	3
	Q.5b	State the importance of Review of literature?	3
CO3	Q 6	Enlist the Ethical Issues in Research, Plagiarism and interviewers guidelines.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Basics of Media Research** Course code **JMC 301** is level **3** for the academic year 2019-20.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Television Journalism
Course Code: JMC 302. Credits : 3, Session: 2019-20 (ODD), Class BAJMC 3rd Semester
Faculty Name : Ashish Sharma

Introduction: This course immerses students in applying Communication in television journalism. Covering camera operation, scriptwriting, voice modulation, presentation skills, and news reporting, it fosters experiential learning. Participants develop television broadcasting skills, applying theoretical frameworks to real-world scenarios.

Course Outcomes: At the end of the course, students will be able to:

- JMC-302.1- To enable students, understand the concepts of Television journalism system and functioning of News channels.
- JMC-302.2- To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society
- JMC-302.3 To define and introduce the editorial concepts of the TV industry
- JMC-302.4- To make the students recognize the working culture of the industry
- JMC-302.5- To become well aware of the inside picture of the industry.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skillful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester	A	5%

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	examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

Course Content	Weightage %
Module I – Writing for TV (Pre-Production)	30%
TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome; Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	
Module II: Sound Camera & Lighting	25%
What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	
Module III: Shooting (Production)	25%

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Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	
Module IV: Editing (Post Production)	
oncept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	20%

Teaching Pedagogy:

Lectures and hands on experience; Watching TV shows, explaining through TV shows. Writing, shooting and editing, Giving the class a feel of the news room.

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

D. Suggested Text/Reference Books:

- Dictionary Of Media And Journalism: Tv, Radio, Print And Internet 2004/345Pp/Paperback (Paperback)
- by Chandrakant P. Singh
- Making News, Breaking News, Her Own Way
- by Latika Padgaonkar, Shubha Singh
- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

E. Lecture Plan:

F. Lecture	Topics	Mode of	Correspo	Mode of

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		Delivery	nding CO	Assessing CO
1	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
2	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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3	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
4	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
5	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
6	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
7	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
8	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
9	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam

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	a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;			
10	TV genres – Fiction and nonfiction, Differences between writing for radio, TV, print and Web Terminology used in Television Writing: Reporting for TV; Reporting Beats Ethics and qualities of a TV reporter, TV Writing while visualizing, Challenges of writing and ways to overcome; Writing for various Genres: crime , business, national, international stories, sports, entertainment, lifefstyle; Writing for interview: concept, kinds, types, impact, outcome, questioning; Writing for a news story: concept, kinds, types, impact, outcome;	Lecture	JMC 302.1	Mid Term-1, Quiz & End Sem Exam
11	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment:	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
12	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
13	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
14	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Practical	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
15	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact;	Practical	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
16	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
17	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
18	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam

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	games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment			
20	Writing for a current affair report: facts and figures, background information, unbiased , data/statistics Snippets: fast news; Headlines: creation of headlines, selection of headlines for different segments an bulletins Writing for entertainment: style, knowledge of the entertainment industry, related shots, music Business: terminology, sensex, shares, update, follow ups, impact; Sports: coverage, live updates, knowledge of games, teams, players, scope, impact, achievements International: political, crime, disaster, business, entertainment	Lecture	JMC 302.2	Mid Term-1, Quiz & End Sem Exam
21	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
22	What is sound? Unit of sound, Voicing, Types of	Lecture	JMC 302.3	Mid Term-2, Quiz &

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	microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors			End Sem Exam
23	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
24	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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25	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Lecture	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
26	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
27	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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	used in videography, Use of filters & reflectors			
28	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
29	What is sound? Unit of sound, Voicing, Types of microphones, use of audio mixers for recording & editing of sound, Video camera, Types of video camera, Different types of shots, camera movements, Tilt, Track, Crane movements etc Lenses: Different types of lenses and their application, Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam
30	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions,	Practical	JMC 302.3	Mid Term-2, Quiz & End Sem Exam

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	Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction			
31	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
32	Presentation; How to decide on the final product; Accompaniments of the product. Follow ups; Development process of the product; Backgrounder; Where to leave a particular story, Challenges of shooting and ways to sort them: budget, weather, lack of coordination, technical difficulties, permissions, Planning and Shooting for various program formats: News:live or recorded, Entertainment; Interviews; Talk shows; Shooting for fiction	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
33	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam

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	mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations			
34	Means of Mass Communication: Press, Radio, Television, Film, Internet Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
35	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Practical	JMC 302.4	Mid Term-2, Quiz & End Sem Exam
36	Concept of Video Editing, What is editing? Types of editing: Linear (Old concept of video editing), U-matic, Beta & VHS, Cut to cut, A/B roll, Assembly and insert editing. Non Linear (Modern concept of video editing), Problems in editing and the solutions, Different styles of editing, Editing for fiction; Editing for non- fiction; Editing interviews, Travels shows, cookery shows, Reality shows	Theory	JMC 302.4	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 302	To enable students, understand the concepts of Television journalism system and functioning of News channels	3	3	1	3	1	**3**	**2**	**2**	2		**2**	**2**	**3**	**2**	**1**
JMC 302	To apprise students the history and growth of TV in India, also to make them aware of impact of TV in society	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**	**2**	**2**	**3**	**3**
JMC 302	To define and introduce the editorial concepts of the TV industry	3	2	2	2	2	**3**	**3**	**2**	3	**2**	**3**		**3**	**3**	**3**
JMC 302	To make the students recognize the working culture of the industry	**3**	3	2	3	2	**2**	**3**	**3**	1	**2**	**3**		**3**	**2**	**1**

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JMC 302	To become well aware of the inside picture of the industry.	3	3	2	3	2	**3**	**2**	**3**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2019-20						
Class: JMC.II Semester						
Subject Name: JMC-302 Television Journalism		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	How does camera operation contribute to effective storytelling in television journalism?	3
CO1	Q.2a	What role does scriptwriting play in enhancing clarity and impact in television news reporting?	3
	Q.2b	Discuss the significance of voice modulation in influencing audience perception in television journalism.	3
CO1	Q.3	How do presentation skills contribute to a television journalist's credibility and viewer engagement?	6
CO2	Q.4	What considerations are crucial in the program development process for television news programs?.	3
CO2	Q.5a	How does television journalism uniquely handle news reporting, considering its visual nature?	3

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	Q.5b	In television journalism, how do journalists navigate ethical considerations when reporting on sensitive topics?	3
CO2	Q 6	How does camera operation enhance visual storytelling in television journalism?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code ***JMC-302*** is level 2 for the academic year 2019-20.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : WRITING FOR ADVERTISING AND PUBLIC RELATIONS
Course Code: JMC 303, Credits: 03, Session:2021-22 (Odd Sem.), Class: BA(J&MC). III SEM
Faculty Name: Dr. Dhruv Sabarwal

A. Introduction: To initiate the students into Advertising and Public Relations. Explore the dynamic interplay of creativity and strategy as we unravel the art of crafting compelling messages. From impactful headlines to strategic storytelling, this course equips you with the skills to shape perceptions, build brands, and thrive in the ever-evolving communication landscape.

B. Course Outcomes: At the end of the course, students will be able to:

JMC303.1. To acquainted with contents and basic of planning and organizing public relations programmes.

JMC303.2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

JMC303.3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

JMC303.4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

JMC303.5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

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PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I – Copywriting For Advertisement	
Attributes Of Good Copywriter; Principles Of Copy Writing, Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption And Structuring The Copy. Writing For Radio: Characteristics Of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process, Writing For Television: Writing Scripts, Developing Story Boards, Briefing The Producer, Pre-Production, Shooting And Post Production. Writing For Outdoor; Writing For Internet, Use Of Non-Verbal Communication: Colors, Shapes, Gestures. Types Of Copy: Advertorial, Infomercial.	**35%**
Module II: Writing In Advertising	
Corporate Advertising; Financial Advertising; Recruitment Ads; Retail Advertising; Local Advertising; Classified Ads; Fashion And Lifestyle Ads; Trade Advertising; PR Advertising; Public Service Ads; Awareness Ads; Rural Advertising, Social Media In Advertising, Web And Mobile Advertising; Creative Briefs And Audience, The Big Idea & Champion Theme, The Rhetoric Of The Image, The Basics Of Ad Design, Compiling The Ad Campaign Advertising Law, Client Pitches And Presentations, Content Marketing: Proposals And Communication Plans, Mobile Message, E-Blasts, Sales Letters, Fund Raising Letters.	**30%**
Module III: Writing In Public Relations	
Three Forms Of Public Relations Writing Press Releases To “Run As-Is”, Crisis Relations, Media Relations, Media Ethics And Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website; News Release: Pre Release, Features Of News Release, Hybrid News Release, Social Media News Release, Media Advisories, Pitches, Video News Release And Organizational Storytelling, Media Kit, Digital News Room, Backgrounders, Fact Sheet, Photo Opportunity Advisories, News Letter, Magazine Stories, Annual Reports, Speeches; Business Correspondence: Good News And Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports.	**35%**

Pedagogy for Course Delivery:

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

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G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Drewniany, Bonnie and Jewler, Jerome. Creative Strategy in Advertising, 10th Edition. Wadsworth
- Publishing. ISBN 13: 9781439082706
- L'Etang, Jacquie. Public Relations: Concepts, Practice and Critique. SAGE Publications.
- ISBN:9781412930482
- Chandler, R. C. (2008). *Media relations: Concepts and principles for effective public relations*
- *practice.* Denver, CO: Outskirts Press.
- Fitch, B. F. (2012). *Media relations handbook for government, associations, nonprofits, and elected*
- *officials (2nd edition).* The Capitol Net: Alexandria, VA.
- Howard, C. M. & Mathews, W. K. (2013). *On deadline: Managing media relations.* Long Grove, IL:
- Waveland Press.
- Diggs-Brown, Barbara. (2013). The PR Style Guide: Formats for Public Relations Practice (3rd ed.).
- Wadsworth, CA.
- Kessler, Lauren and McDonald, Duncan. (2012). When Words Collide. (8th ed.) Wadsworth, CA:
- Thompson.
- Wilcox, D.L., &Reber, B.H. (2013). Public relations writing and media techniques. (7th ed.) Boston,
- MA: Pearson.

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I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Attributes of Good Copywriter, Principles of Copy Writing,	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
2	Writing For Print Media: Headlines, Base Lines, Sub Headlines, Body Copy, Slogan, Caption and Structuring	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
3	Writing For Radio: Characteristics of Radio Environment, Message Strategy, Writing The Radio Script, Radio Production Process.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
4	Writing For Television: Writing Scripts, Developing Story Boards, Briefing the Producer, Pre-Production, Shooting and Post Production.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
5	Writing For Outdoor	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
6	Writing For Internet	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
7	Use Of Non-Verbal Communication: Colours, Shapes, Gestures.	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
8	Types Of Copy: Advertorial, Infomercial	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
9	Corporate Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
10	Financial Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
11	Recruitment Ads	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
12	Retail Advertising	Lecture	JMC 303.1	Mid Term-1, Quiz & End Sem Exam
13	Local Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
14	Classified Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
15	Fashion And Lifestyle Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam

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16	Trade Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
17	PR Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
18	Public Service Ads; Awareness Ads	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
19	Rural Advertising, Social Media In Advertising	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
20	Web And Mobile Advertising; Creative Briefs and Audience	Lecture	JMC 303.2	Mid Term-1, Quiz & End Sem Exam
21	The Big Idea & Champion Theme,	Lecture	JMC 303.2	Mid Term-2, Quiz & End Sem Exam
22	The Rhetoric of The Image, The Basics Of Ad Design	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
23	Compiling The Ad Campaign Advertising Law, Client Pitches and Presentations	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
24	Content Marketing: Proposals And Communication Plans, Mobile Message	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
25	E-Blasts, Sales Letters, Fund Raising Letters	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
26	Three Forms of Public Relations Writing Press Releases To “Run As-Is”	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
27	Crisis Relations, Media Relations, Media Ethics and Dark Spin, Writing For Digital/Social Media Dialogic Communication, Microblogs And Social Updates, Blogs, Podcast, Website	Lecture	JMC 303.3	Mid Term-2, Quiz & End Sem Exam
28	News Release: Pre-Release, Features Of News Release, Hybrid News Release, Social Media News Release	Lecture	JMC 303.5	Mid Term-2, Quiz & End Sem Exam
29	Media Advisories, Pitches, Video News Release and Organizational Storytelling, Media Kit, Digital Newsroom, Backgrounders, Fact Sheet	Lecture	JMC 303.5	Quiz & End Sem Exam

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30	Photo Opportunity Advisories, Newsletter, Magazine Stories, Annual Reports, Speeches	Lecture	JMC 303.3	Quiz & End Sem Exam
31	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
32	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.3	Quiz & End Sem Exam
33	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
34	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
35	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam
36	Business Correspondence: Good News and Bad News Correspondence, Request And Job-Request Correspondence, Resume, Memoranda, Business Reports	Lecture	JMC 303.4	Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC303.1	To acquainted with contents and basic of planning and organizing public relations programmes.	3	2	2	2	2	2	2	3	3	3	2	3	1	2	1
JMC303.2	To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.	3	2	2	2	2	1	2	3	2	3	3	1	2	3	2
JMC303.3	To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1

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JM C303.4	To demonstrate an understanding of the roles of media planning in effective ad campaign.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JM C303.5	To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III) 2019-20

Class: BA(J&MC) III Semester

Subject Name: JMC303 WRITING FOR ADVERTISING AND PUBLIC RELATIONS	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. To acquainted with contents and basic of planning and organizing public relations programmes.

CO2. To understand the dynamics of advertising business and industry as well as its contribution to the development of the immediate and global community.

CO3. To identify the creative nuggets in advertising business and understand the psychology behind their application in advertising business. A well-written ad brief of product will be sufficient demonstration of this learning outcome.

CO4. To demonstrate an understanding of the roles of media planning in effective ad campaign.

CO5. To explore experiential and immersive writing approaches to engage audiences in the evolving landscape of advertising and public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key attributes that define a good copywriter, and how do these attributes contribute to successful advertising campaigns?	3
CO1	Q.2a	What are the characteristics of the radio environment, and how does the message strategy differ when writing a radio script? Explain the radio production process.	3
	Q.2b	How does writing for outdoor advertisements differ from other mediums, and what considerations are important when crafting copy for the internet, including the use of non-verbal communication elements?	3

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CO5	Q.3	Discuss the role of social media in advertising and its impact on modern communication. Explore the use of web and mobile advertising in reaching diverse audiences.	6
CO2	Q.4	What is the significance of a creative brief in advertising, and how does it contribute to the development of the "big idea" and champion theme in an advertising campaign?	3
CO4	Q.5a	In television advertising, elaborate on the process of writing scripts, developing storyboards, and the collaboration between the writer and the producer during pre-production.	3
	Q.5b	Explore the various types of copy, such as advertorial and infomercial, and discuss their unique characteristics and purposes in advertising.	3
CO3	Q 6	In the realm of public relations writing, discuss the different forms of press releases and their purposes. How do media relations, crisis relations, and ethical considerations play a role in effective PR writing?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course WRITING FOR ADVERTISING AND PUBLIC RELATIONS /JMC 303 is level 2 for the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media Laws & Ethics
Course Code : JMC 304 **Crédits :** 03, **Session :** 2019-20 (Odd Sem.), **Class :** BA (J&MC). 3rd Semseter
Faculty Name: Satnaam Singh

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: : At the end of the course, students will be able to:

JMC304.1. To introduce students to ethical issues and legal restraints placed upon media.
JMC304.2. To discuss the conflicting traditions of a free but regulated mass media.
JMC304.3. To describe the various media laws.
JMC304.4. To understand the context and framework of media regulation in India.
JMC304.5. To discuss the issues arising from regulation of the media.
JMC304.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective

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waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information

Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)

Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam

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8	Private Treaties, Case Studies (National and International)	Lecture	JMC 304.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 304.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 304.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
23	Defamation, Contempt of Court	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam

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31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 304.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC304.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	3	3	-	-	-
JMC304.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	3	3	-	-	-
JMC304.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	3	3	-	-	-

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JMC304.4.	To understand the context and framework of media regulation in India														
JMC304.5.	To discuss the issues arising from regulation of the media														
JMC304.6.	To locate the role of various stakeholders in content regulation of the media														

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2019-20						
Class: BA JMC III Semester						
Subject Name: JMC 304 Media Laws and Ethics		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5.a	Q.5.b
Student will be able to CO1: Understanding the basics of Design. CO2: Learn about the Typography						

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Laws and Ethics*** /Course code ***BJM 3041*** is level **3** for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Film Theories and Practices
Course Code : JMC 305, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : BA (J&MC) 3rd Semester
Faculty Name : Siddharth Sharma

A. **Introduction:** The objective of this course is to familiarize the the landscape of film theories.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC305.1. In this course students will understand the language of film making
JMC305.2. They will come to know about different stages of filmmaking
JMC305.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
JMC305.4. They will be introduced to the concepts of lighting and editing for films.
- **JMC305.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to	A	5%

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	be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Course Contents/Syllabus:	**Weightage**
Module I : Language of Cinema	**25%**
World space and screen space; Continuity: space & time, Camera movements, angles & shots; Mise-en-scene; Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module II: Stages of Film Production	**25%**
Development stage- casting, scheduling & Reece Pre-production stage- key members of film production unit and their roles and responsibilities; Production –Different types of shots and angels – implications. Post production; Distribution, promotion and release; Exhibition and film festival	
Module III : Scriptwriting	**25%**
Narrative Composition: 3 plot structure, Linear and Non-linear and Circular Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen Play, storyboarding & shooting script; Script selection; Writing proposal	
Module IV : Lighting and Editing for Films	**25%**
Study of Lighting-Mood, Feel, Form, Content; Single point and two-point lighting in Films Understanding Natural lighting in Films, Concepts of editing Types of editing and editing practice on applications	

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E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Understand the growth and development of Indian Cinema
- Get familiar with the techniques used in filmmaking, film art movements
- Understand Cinema as a mass communication medium, working with agencies and film boards, censor mechanism and overall objective of filmmaking
- Learn concepts such as proposing a film script, budgeting a production, working with crew

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
2	Continuity: space & time	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
3	Camera movements, angles & shots	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
4	Mise-en-scene; *Dimensions of sound:*	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
5	onscreen & off-screen, di-getic & non-digetic	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
6	sync amd non-sync, sound effects	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
7	silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam

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8	silence, dialogues, ambient sound,.	Lecture	JMC305.1	Mid Term-1, Quiz & End Sem Exam
9	background score & musical tracks.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
10	Development stage- casting	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
11	scheduling & Reece	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
12	Pre-production stage- key members of film production unit	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
13	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
14	roles and responsibilities; Production –Different types of shots and angels – implications.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
15	Postproduction; Distribution	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
16	promotion and release.	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
17	Exhibition and film festival	Lecture	JMC305.2	Mid Term-1, Quiz & End Sem Exam
18	Exhibition and film festival	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
19	Narrative Composition: 3 plot structure	Lecture	JMC305.3	Mid Term-1, Quiz & End Sem Exam
20	Narrative Composition: 3	Lecture	JMC305.3	Mid Term-

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	plot structure			1, Quiz & End Sem Exam
21	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
22	Linear and Non-linear and Circular Characterization & Dramatic Structure	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
23	Scriptwriting formats	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
24	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
25	step outline & shot break down Screen Play	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
26	storyboarding & shooting script	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
27	Script selection; Writing proposal	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
28	Study of Lighting-Mood	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
29	Feel, Form, Content	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
30	Single point and two-point lighting in Films	Lecture	JMC305.3	Presentation, Quiz & End Sem Exam
31	Single point and two-point lighting in Films	Lecture	JMC305.4	Presentation, Quiz & End Sem Exam
32	Understanding Natural	Lecture	JMC305.4	Presentati

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	lighting in Films			on, Quiz & End Sem Exam
33	Understanding Natural lighting in Films	Lecture	JMC305.4	Presentation, Quiz & End Sem Exam
34	Concepts of editing	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
35	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam
36	Types of editing and editing practice on applications	Lecture	JMC305.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery: The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 305.1	In this course students will understand the language of film making .	-	1	2	1	-	2	3	-	-	-	-	-	-		**2**

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JMC 305.2	They will come to know about different stages of filmmaking	-	-	2	2	-	2	3	-	-	-	-	-	**1**		**2**
JMC 305.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.	-	1	2	1	-	2	3	-	-	-	-	-	**-**		**2**
JMC 305.4	They will be introduced to the concepts of lighting and editing for films.	-	-	2	2	-	2	3	-	-	-	-	-	**1**		**2**
JMC 305.5	*To establish distinction between technique and content*	-	1	2	1	-	2	3	-	-	-	-	-	**-**		**2**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2019-20						
Class: JMC Semester						
Subject Name: JMC305 Film Theories and Practices		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course students will understand the emergence of the new In this course students will understand the language of film making . CO2: They will come to know about different stages of filmmaking						

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
	Q.2a	Explain the scope of Script Selection.	3

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CO1	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Film Theories and Practices***/Course code ***JMC 305*** is level **2** for the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Development Communication
Course Code : JMC 306, Crédits: 3 Session : 2019-20 Class : BA J&MC III
Faculty Name : Adhrit Chandra Pati Tripathi

A. Introduction: "Development Communication" explores the strategic use of communication to drive positive social change. This course delves into effective methods of conveying information, fostering community engagement, and catalyzing development initiatives.

B. Course Outcomes: At the end of the course, students will be able to:
JMC 306.1 To develop understanding in the concept of development
JMC 306.2 To understand the concept of development communication
JMC 306.3 To understand role and use of media in development communication
JMC 306.4 Learn to strategically disseminate information to catalyze positive social change and development.
JMC 306.5 Develop skills in fostering community engagement through effective communication strategies for sustainable development initiatives.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves	A	5%

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	including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**
Module I: Concept of Development	**30%**
Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	
Module II: Development Communication	**35%**
The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	
Module III: Use of Mass Media in Social Sensitization	**35%**
Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Uma Narula, Anand Har. Development Communication – Theory and Practice
- Gupta V.S. Communication and Development Concept, New Delhi
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

References:

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- R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur. Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Longman., Economic Development in the Third World, New York

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning and definitions of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
2	Process of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
3	Models and theories of development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
4	Models and theories of development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
5	Approaches to development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
6	Problems and issues in development	Lecture	JMC 306.1	Mid Term-1, Quiz & End Sem Exam
7	Problems and issues in development	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
8	Characteristics of developing societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
9	Characteristics of developing societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
10	Difference between developed and developing nations and societies	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
11	Difference between developed and developing nations and societies	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
12	Developmental issues	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
13	The concept of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
14	Definitions of development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
15	Roles of development communication,	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem

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				Exam
16	Goals of development communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
17	Difference between communication for development and development communication	Lecture	JMC 306.2	Mid Term-1, Quiz & End Sem Exam
18	Difference between communication for development and development communication	Lecture	JMC 306.3	Mid Term-1, Quiz & End Sem Exam
19	Development Support Communication	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
20	Flow of information	Lecture	JMC 306.4	Mid Term-1, Quiz & End Sem Exam
21	McBride Commission	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
22	Role of communicator in the process of social change	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
23	Mass media as a tool for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
24	Problems with the use of media for development	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
25	Problems with the use of media for development	Lecture	JMC 306.3	Mid Term-2, Quiz & End Sem Exam
26	Role of community radio and local media in social sensitization	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
27	Role of community radio and local media in social sensitization,	Lecture	JMC 306.2	Mid Term-2, Quiz & End Sem Exam
28	CRS	Lecture	JMC 306.5	Mid Term-2, Quiz & End Sem Exam
29	CRS	Lecture	JMC 306.5	Quiz & End Sem Exam
30	local media role in	Lecture	JMC 306.2	Quiz & End Sem

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	development			Exam
31	local media role in development	Lecture	JMC 306.1	Quiz & End Sem Exam
32	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
33	Panchayati Raj	Lecture	JMC 306.4	Quiz & End Sem Exam
34	Development Support Communication	Lecture	JMC 306.3	Quiz & End Sem Exam
35	Approaches to development	Lecture	JMC 306.2	Quiz & End Sem Exam
36	CRS and local media role in development	Lecture	JMC 306.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 306.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
JMC 306.2.	Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different	3	2	2	2	2				2		1	1			

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	design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
JMC 306.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
JMC 306.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
JMC 306.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample
Amity School of Communication
2019-20

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Class: BA J&MC **Development Communication** III Semester						
Subject Name: **Development Communication**		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	

CO Map	Question No.	Question	Marks
CO1	Q.1	Define development and highlight its essential features.	6
CO1	Q.2	Briefly explain one model or theory of development.	6
	Q.3	List two characteristics that distinguish developing societies from developed ones.	6
CO1	Q.4	Explore the key differences between developed and developing nations, citing examples.	6
CO2	Q.5	Name and briefly explain two approaches to development.	6
CO2	Q.6	Outline the roles that development communication plays in societal progress.	6
	Q.7	Explore the key differences between developed and developing nations, citing examples.	10
CO2	Q.8	Discuss one prevalent developmental issue and suggest possible solutions.	10
CO3	Q.9	Differentiate between Communication for Development and Development Communication, highlighting their unique aspects.	10
CO3	Q.10	Explain the McBride Commission's significance in social change and its impact on mass media.	20

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Development Communication*** /Course code ***JMC 306*** is level **3** for the academic year 2019-20.

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Course Handout
Digital Skills for Media III
Course Code : JMC 307 Crédits : 2 Session : 2019-20, Class : BAJMC 3rd Semester
Faculty Name :Sanjay Singh Sikarwar

A. Introduction: Video editing ensures continuity between shots, creates pacing through cuts and creates meaning by juxtaposing images. Video Editors will use digital editing applications such as Premiere Pro and Final Cut Pro to add and remove elements of a video file, add sound, speed up or slow down footage, and add digital effects. Acquiring graphic design and video editing skills can significantly boost student professional growth. These skills are highly sought after by various industries, including marketing, advertising, media, and entertainment

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 307.1. understand the concepts of Video editing & graphic design..
JMC 307.2. Analyze various Video editing techniques.
JMC 307.3. Identify, implement and evolve conceptual understanding of the graphics design.
JMC 307.4. Evaluate the different technologies such as linear editing & non linear editing.
JMC 307.5. Enable students to understand format of graphics & structure..

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Module I: Adobe After Effects Adobe After effects Interface, Tools and Menus, Working with Adobe After effects, Video Editing, Uses of Adobe After effects as Video editing software, The functioning of Adobe After effects and its significance in various media.After effects, Video Editing, Uses of	**35%**
Module II: Adobe Premiere-Pro Adobe Premiere-Pro Interface, Tools and Menus, Working with Adobe Premiere-Pro, , Video Editing., Uses of Adobe Premiere-Pro as Video editing software**,** The functioning of Adobe Premiere-Pro and its significance in various media.	**30%**
Module III: FCP (Fine Cut Pro) FCP (Fine Cut Pro) Interface, Tools and Menus, Working with FCP (Fine Cut Pro), Video Editing with the help of FCP (Fine Cut Pro), The functioning of (Fine	**35%**

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Text & References

- Dancyger, K. (2014). The technique of film and video editing: history, theory, and practice. CRC Press.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- Worth, S., & Adair, J. (1972). Through navajo eyes. Bloomington: Indiana UP.
- Reisz, K., & Millar, G. (1971). The technique of film editing.
- Goodman, R. M., & McGrath, P. (2002). Editing digital video: the complete creative and technical guide. McGraw-Hill, Inc..

Suggested Readings

- Help Commend of All Softwares.

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G. ecture Plan:

Lecture	Topics	Mode of Delivery	Correspondi ng CO	Mode of Assessing CO
1	Adobe After effects Interface, Tools and Menus	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
2	Working with Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Video Editing	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
4	Adobe After effects as Video editing software	Lecture	JMC307.1	Mid Term-1, Quiz & End Sem Exam
5	functioning of Adobe After effects	Practical	JMC307.1	Mid Term-1, Quiz & End Sem Exam
6	Type of Video editing	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing a story and project .	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
8	Types of affects,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
9	Transitions, ,	Practical	JMC307.2	Mid Term-1, Quiz & End Sem Exam
10	Color Correction	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
11	Time line & audio effects	practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
12	Keyframing & effects	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
13	Export & rendering	Practical	JMC307.3	Mid Term-1, Quiz & End Sem Exam
14	Adobe premier pro	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam
15	Premier pro panel	Lecture	JMC307.3	Mid Term-1, Quiz & End Sem Exam

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16	Learning Various formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
17	Rendering	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
18	Video editing formats	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
19	Text animation	Practical	JMC307.4	Mid Term-1, Quiz & End Sem Exam
20	Concept of editing & Designs	Lecture	JMC307.4	Mid Term-1, Quiz & End Sem Exam
21	Exporting of projects.	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
22	Master editing of Projects	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
23	Comparison of type of graphics & editing	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam
24	After effect & design, ,	Practical	JMC307.5	Presentation, Quiz & End Sem Exam
25	Submission of project	Lecture	JMC307.5	Presentation, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 307.1	Understand the concepts of Video editing & graphic design..	3	3	1	3	1				2		2	1			
JMC 307.2	Analyze various Video editing techniques	3	2	2	2	2				2		1	1			
JMC 307.3	Identify, implement and evolve conceptual understanding of the graphics design.	3	2	2	2	2				3		3	1			

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JMC 307.4		Evaluate the different technologies such as linear editing & non linear editing.	3	3	2	3	2				1		2	1			
JMC 307.5		Enable students to understand format of graphics & structure..	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2019-20						
Class: BAJMC Digital skills for Media III III sem						
Subject Name: Digital skills for media III		Time: 1.5 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the Video editing & graphics.CO2: Define the basics in Animation & design						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Video editing? Why it is important in graphics?	3
CO1	Q.2a	What is animation? What is the difference between 2d animation & 3d animation?	3
	Q.2b	What do you understand Transitions? Explain any 2 video transitions	3
CO2	Q.3	Explain the role of design for graphics & animation	6
CO2	Q.4	What is graphics? What are the various types of graphics?	3
CO2	Q.5a	What is aspect ratio?	3
	Q.5b	What do you understand by image optimization & image manipulation?	3
CO2	Q6	What is cinema 4D? Name 5 graphics formats.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 70% marks then level 2
Level	3	IF 80% of students secure more than 80% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media III***/Course code ***JMC 307*** is level **3** for the academic year 2019-20.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISEMENT PRODUCTION
Course Code: JMC 308, Credits: 03, Session: 2019-20 (Odd Sem.), Class: BA(J&MC). III SEM
Faculty Name: Gaurav Chhabra

A. Introduction: To initiate the students into Advertisement Production unveils the art and precision of transforming creative concepts into impactful visuals. Explore the intricate process from ideation to execution across print, digital, and audio-visual mediums. Dive into the technical nuances, consumer psychology, and real-world applications, equipping you to craft compelling advertisements that resonate and captivate audiences.

B. Course Outcomes: At the end of the course, students will be able to:

JMC308.1. The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.

JMC308.2. The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.

JMC308.3. The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.

JMC308.4. The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.

JMC308.5. The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

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PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment	CT	15%
	Internal Assignment		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End	A	5%

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	Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	Viva-Voce	Viva	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Fundamentals of Advertisement Production	**35%**
Introduction to Advertisement Production • Explore the role of advertisement production in the marketing ecosystem. • Understand the key elements of a successful advertisement and the impact of production on message delivery. **Creative Ideation and Storyboarding** • Master the art of brainstorming and ideation for advertisements. • Learn to translate creative concepts into effective storyboards, outlining visual and narrative components. **Pre-production Planning** • Dive into the meticulous planning phase, covering budgeting, script development, casting, location scouting, and assembling production teams. • Understand the importance of effective pre-production in ensuring a smooth production process.	
Module II: Technical Aspects of Advertisement Production	**30%**
Cinematography and Visual Composition • Explore the principles of cinematography for video advertisements. • Learn techniques for visual storytelling, framing, lighting, and camera movements to enhance visual impact. **Graphic Design for Print and Digital** • Delve into graphic design principles for print and digital advertisements. • Understand the use of typography, color theory, and layout design to create visually compelling print materials and online assets. **Digital Advertisement Production** • Navigate the digital landscape, covering the production of online ads, social media	

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content, and interactive ad formats. • Explore the integration of multimedia elements and user engagement strategies in digital advertisement production.	
Module III: Post-production and Audience Engagement	**35%**
Editing and Post-production • Learn post-production techniques, including video editing, sound design, and visual effects. • Understand the role of post-production in refining and enhancing the final advertisement. **Audience Analysis and Engagement** • Explore consumer psychology and behavior to tailor advertisements to target demographics. • Learn strategies for maximizing audience engagement, considering cultural nuances and current trends. **Real-world Application and Case Studies** • Apply learned concepts in practical scenarios, working on real-world advertisement production projects. • Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	

Pedagogy for Course Delivery:

This practical project will be conducted in groups under the guidance of the faculty responsible for the guidance of this project.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
00%	100%	00%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**VIVA-VOCE**
Components (Drop down)	**Internal Assignment 1**	**Internal Assignment 2**	**Home Assignment**	**Attendance**	**70**
Weightage (%)	10	5	10	5	70

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H. Text and References:

- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips
- "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
- "Don't Make Me Think" by Steve Krug
- "In the Blink of an Eye" by Walter Murch
- "The Advertising Effect: How to Change Behaviour" by Adam Ferrier
- "Film Directing Shot by Shot: Visualizing from Concept to Screen" by Steven D. Katz

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Advertisement Production	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
2	Explore the role of advertisement production in the marketing ecosystem.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
3	Understand the key elements of a successful advertisement and the impact of production on message delivery.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
4	Creative Ideation and Storyboarding	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
5	Master the art of brainstorming and ideation for advertisements.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
6	Learn to translate creative concepts into effective storyboards, outlining visual and narrative components.	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
7	Pre-production Planning	Practical	JMC308.1	Internal Assignment, Home assignment & Viva-voce
8	Dive into the meticulous planning phase, covering budgeting, script development, casting, location scouting, and assembling production teams.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
9	Understand the importance of effective pre-production in ensuring a smooth production process.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
10	Technical Aspects of Advertisement Production	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
11	Cinematography and Visual Composition	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
12	Explore the principles of cinematography for video advertisements.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce

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13	Learn techniques for visual storytelling, framing, lighting, and camera movements to enhance visual impact.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
14	Graphic Design for Print and Digital	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
15	Delve into graphic design principles for print and digital advertisements.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
16	Understand the use of typography, colour theory, and layout design to create visually compelling print materials and online assets.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
17	Digital Advertisement Production	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
18	Navigate the digital landscape, covering the production of online ads, social media content, and interactive ad formats.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
19	Explore the integration of multimedia elements and user engagement strategies in digital advertisement production.	Practical	JMC308.2	Internal Assignment, Home assignment & Viva-voce
20	Post-production and Audience Engagement	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
21	Post-production and Audience Engagement	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
22	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
23	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
24	Editing and Post-production	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce

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25	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
26	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
27	Learn post-production techniques, including video editing, sound design, and visual effects.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
28	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
29	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
30	Understand the role of post-production in refining and enhancing the final advertisement.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
31	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
32	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
33	Audience Analysis and Engagement	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
34	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce

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35	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
36	Explore consumer psychology and behavior to tailor advertisements to target demographics.	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
37	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
38	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
39	Learn strategies for maximizing audience engagement, considering cultural nuances and current trends.	Practical	JMC308.3	Internal Assignment, Home assignment & Viva-voce
40	Real-world Application and Case Studies	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
41	Real-world Application and Case Studies	Practical	JMC308.4	Internal Assignment, Home assignment & Viva-voce
42	Real-world Application and Case Studies	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
43	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
44	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
45	Apply learned concepts in practical scenarios, working on real-world advertisement production projects.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce

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46	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
47	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce
48	Analyze and dissect successful advertisement campaigns through case studies, gaining insights into effective production strategies.	Practical	JMC308.5	Internal Assignment, Home assignment & Viva-voce

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC308.1	The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.	-	1	2	1	3	1	-	2	-	1	3	2	1	2	1
JMC308.2	The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.	2	1	-	1	2	2	1	2	2	2	1	-	2	3	2
JMC308.3	The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.	1	3	2	-	1	3	2	1	-	-	2	1	3	2	1
JMC308.4	The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.	1	2	3	1	2	-	1	3	-	1	2	3	2	3	2

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JM C308.5	The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.	3	2	2	1	-	2	-	3	3	3	2	2	3	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III) 2019-20

Class: BA(J&MC) III Semester

Subject Name: JMC308 ADVERTISEMENT PRODUCTION	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,	Q.4	Q.4	Q.5	Q.6

Student will be able to

CO1: The student will acquire comprehensive knowledge of advertisement production techniques, encompassing visual storytelling, cinematography, graphic design, and digital production skills.

CO2. The student will demonstrate the ability to translate creative concepts into visually compelling advertisements, integrating copy, visuals, and design for maximum impact across diverse mediums.

CO3. The student will gain hands-on experience and technical proficiency in the use of industry-standard production tools, software, and equipment for executing high-quality advertisements.

CO4. The student will develop the agility to adapt production strategies to emerging trends in the media landscape, including the digital realm, ensuring relevance and effectiveness in contemporary advertising.

CO5. The student will apply insights into consumer psychology and behaviour to create advertisements that resonate with target audiences, considering cultural sensitivities and societal trends for strategic and impactful audience engagement.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the key elements of an effective storyboard, and how does it guide the production process?	3
CO2	Q.2a	How does pre-production planning, including budgeting and team assembly, influence the overall success of an advertisement campaign?	3
	Q.2b	Can you explain the importance of graphic design principles in creating visually compelling print and digital advertisements?	3

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CO3	Q.3	How does digital advertisement production differ from traditional methods, and what are the essential considerations for creating effective online ads?	6
CO4	Q.4	Can you provide an analysis of a successful advertisement campaign, discussing the key production strategies that contributed to its effectiveness?	3
CO5	Q.5a	In the context of advertisement production, how can user engagement strategies be effectively integrated into digital campaigns?	3
	Q.5b	What role does post-production play in refining and enhancing the final version of an advertisement?	3
CO5	Q 6	How can an understanding of consumer psychology contribute to tailoring advertisements to specific target demographics?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ADVERTISEMENT PRODUCTION /JMC 308 is level 2 for the academic year 2019-20.

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Course Handout
Course Name : Applied Research in Media Studies
Course Code : JMC 401, Crédits: 3 Session : 2019-20 Class : BA J&MC IV
Faculty Name : Dr. Sumit Narula

A. Introduction: : This course will help students to learn application level of media research.

B. Course Outcomes: At the end of the course, students will be able to:

- To introduce students to the application of research in mass communication
- To explore the various forms of research in different media
- To introduce students to the variety of tools used in different forms of media research
- To introduce them to the concept of research paper/articles and their execution
- To understand the scientific methods and analysis in research.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple

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cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Course Contents/Syllabus:	**Weightage**
Module I: Concept of Development	

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Meaning and definitions of development, Process of development, Models and theories of development, Approaches to development, Problems and issues in development, Characteristics of developing societies, Difference between developed and developing nations and societies, Developmental issues	**30%**
Module II: Development Communication The concept of development communication, Definitions of development communication, Roles of development communication, Goals of development communication, Difference between communication for development and development communication, Development Support Communication	**35%**
Module III: Use of Mass Media in Social Sensitization Flow of information, McBride Commission, Role of communicator in the process of social change, Mass media as a tool for development, Problems with the use of media for development, Role of community radio and local media in social sensitization, CRS and local media role in development, Panchayati Raj	**35%**

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.

References:

Any other Study Material: Research reports of Neilson, India, 9th Edition, Pearson, Reprint, 2002.V. Krishnamurthy, V.P. Mainra and J.L. Arora, An introduction to Linear Algebra, Affiliated East–West press, Reprint 2005.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Source Analysis; Message Analysis	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
2	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
3	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
4	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
5	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
6	Channel Analysis; Audience Analysis; Process, Effect and Impact Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
7	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.1	Mid Term-1, Quiz & End Sem Exam
8	Research in newspaper and magazine Circulation Research; Readership Research; Readability Research	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
9	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
10	Research in Television and radio Rating Method; Non – rating Method	Lecture	JMC 401.2	Mid Term-1, Quiz & End Sem Exam
11	Pre testing Methods: Direct ratings, Portfolio tests, Physiological tests: The eye camera test, The Pupillometer test, The	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam

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	Tachisto scope test Consumer jury test, GSR test.			
12	Post testing Methods: Enquiry test Recall test Recognition test, DAR testing	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
13	Television Audience Measurement; Market Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
14	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
15	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
16	Research in Public Relation Industry research; News tracking research; Competitive analysis	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
17	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
18	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.4	Mid Term-1, Quiz & End Sem Exam
19	Research in New Media Social Media Research; Research on Online usage	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics applied in Research	Lecture	JMC 401.3	Mid Term-1, Quiz & End Sem Exam
21	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
22	Statistics applied in Research	Lecture	JMC 401.2	Mid Term-2, Quiz & End Sem Exam
23	Statistics applied in	Lecture	JMC	Mid Term-2,

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	Research		401.3	Quiz & End Sem Exam
24	Frequencies and Percentages	Lecture	JMC 401.3	Mid Term-2, Quiz & End Sem Exam
25	Frequencies and Percentages	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
26	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
27	Frequencies and Percentages	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
28	Measures of Central tendency	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
29	Measures of Central tendency	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
30	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
31	Mean, Median, Mode	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
32	Mean, Median, Mode	Lecture	JMC 401.4	Mid Term-2, Quiz & End Sem Exam
33	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
34	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
35	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam
36	Measures of Dispersion: Range, standard deviation and mean deviation; Simple correlation	Lecture	JMC 401.5	Mid Term-2, Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 401.1.	***Describe*** the media research analysis for source, message, channel and audience	3	3	1	3	1				2		2	1			
JMC 402.2.	***Classify*** the applications of media research in print, electronic and PR industry.	3	2	2	2	2				2		1	1			
JMC 403.3.	***Prepare*** media research plans for the above-mentioned industries	3	2	2	2	2				3		3	1			
JMC 404.4.	***Apply*** the basic statistical processes in various media research studies	3	3	2	3	2				1		2	1			
JMC 405.5	To understand the scientific methods and analysis in research.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2019-20
Class: BA J&MC Applied Research in

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Media Studies IV Semester						
Subject Name: Applied Research in Media Studies		Time: 1.5 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	What helps to agree timing, agree resource allocation and draws boundaries?	6
CO1	Q.2	What is the comparative method?	6
	Q.3	Define Research?	6
CO1	Q.4	What do you mean by probability sampling?	6
CO2	Q.5	What is hypotheses?	6
CO2	Q.6	What do you mean by secondary data?	6
	Q.7	Explain the significance of source analysis in media research and provide an example.	10
CO2	Q.8	Describe the key components of channel analysis in media research.	10
CO3	Q.9	Discuss the importance of circulation research in the context of newspapers and magazines.	10
CO3	Q.10	Explain the concept and methodologies of television audience measurement.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2

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Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Applied Research in Media Studies*** /Course code ***JMC 401*** is level **3** for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course : News Room Practices & Anchoring Skills
Course Code : JMC 402 Crédits :03 Session : 2019-20 (Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 402 .1. Understand the concepts of TV & News room Practices
JMC 402.2. Analyze various format of TV Shows
JMC 402.3. Identify, implement and evolve conceptual understanding of the subject.
JMC 402.4. Evaluate the different ideologies in the field of TV & News industries
JMC 402.5. Enable students to understand various formats of programme.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

D.Contents/Syllabus:	**Weightage**
Module I : Tv News Room	**20%**
TV Newsroom Structure; Process Of Broadcast Of A News Report Reporting: Types OfReporting (Beats)-Political, Social, Business, Entertainment, Crime, Educational L, Health, Sports; INGEST :Feed, FTP, Recording Assignment/Input: News Gathering, Phono, Live , Guest Coordination, Forward Plan, Day Plan. Desk Output :Rundown, Ticker, Planning, Prep, Video Editing, Graphics; PCR :Switcher, Sound, Play Out, CG, Teleprompter; MCR:Scheduling Of Programmes, Scheduling Of Advertisements, Time Management,Content Crisis Management; TV AT HOMES:TV Center, Teleport, Satellite, Downlinking To MSO,DTH Platform, Home.; Research:News Research, SIT, RTI, Archive/Library-Tagging, Description, Archiving; Monitoring: Keeping Watch On	
Module Ii: News Management	**20%**

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News Collection From Field: Reporter, Stringer, Sources, Other Channels, Newspapers, News Agency, Citizen Journalists/Active Viewers, Thought Process OfWorking On A Report: Research, Data Collection, Expert Advice, Byte, Shots Collecting Information, Shots And Bytes/ Counter Bytes, On Location Shoot, PTC's:Definition, Concept, Types, Requirement; LIVE: Deferred, On Location, Actual, Impact On Viewers, Team Involved; Coordination With Output And Ingest: Role Of	
Module Iii: Output Desk	**20%**

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Role Of Output, Role Of Each Personnel At The Desk, Coordination With Different Reporters At Various Locations. Script Writing And Making Of A Package. Rundown And Its Contents. Requirements Of A Story Update And Deciding On The Contents Of A Bulletin Programming According To Time Requirement, Aesthetics Of Screen Presentation Montage, Sting Promos, Coordination With The PCR, Studio: Connection With PCR , Panel Discussion, Talk Shows, Debates, News Bulletins Studio Setup ,MultiCam , Single Cam, Technical Requirement, Multi-Location, Live Broadcast, How Broadcast Takes Place	
Module Iv: News Bulletin Management	**20%**
Making Of A News Report/Special Program(Non-Fiction); Shooting: Studio, Outdoor:Location, Shots, Bytes, Scripting: Fast News, Package, Anc Shot, Ancgfx, Backgrounder; Editing: Concept, Types, Effects, Transitions, Styles, Anchoring: Studio/Outdoor, Making A Rundown; Contents Of Rundown; Headlines, Breaks, Montage, Sting, Promo; Controlling The Half Hour Bulletin; Impact On Viewer	
Module V: Anchoring Skills For TV	**20 %**
Qualities Of An Anchor; Voice Modulation; Dressing Styles And Formats, Anchoring Cookery Shows; Anchoring Travel Shows; Anchoring For Various Formats Anchoring Interviews: People From Different Fields; Reality Shows; Hosting A Match; Using A Teleprompter; Sight Read, Anchoring Of Documentary Style ; Art Of Using Spoken Language, Some Prominent Anchors:Shireen Bhan; Arnab Gowswami; Barkha Datt; Vinod Dua, Raveesh Kumar, Sudheer Chaudhary	

E. Examination Scheme for Theory+Practical (T+P) Subject

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
70%	30%	100%

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components(Drop down)	**Mid Term Exam**	**Assignment/ClassTest**	**Attendance**	
Weightage (%)	15	10	5	70

F. Text & References:

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide
3. By Robert Thompson, Cindy Malone
4. News casting in electronic media, by mohansundararajan
5. On Camera : how to report anchor and interview by Nancy Reardon
6. Power Performance: Multimedia Storytelling for Journalism and Public Relations By Tony Silvia,Terry Anzur
7. Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

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8. Writing and Producing Television News: From Newsroom to Air by Alan Schroeder
9. Into the Newsroom: Exploring the Digital Production of Regional Television News by EmmaHemmingway

F. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
2	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
3	World space and screen space; Continuity: space & time, Concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
4	World space and screen space; Continuity: space & time, concepts of editing Camera	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
5	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
6	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
7	movements, angles & shots; Mise-en-scene;	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
8	Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync,	Lecture	JMC 402.1	Mid Term-1, Quiz & End Sem Exam
9	Dimensions of sound: onscreen & off-screen, di-getic & non-digetic, sync amd non-sync,	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
10	Dimensions of sound: onscreen & off-screen, di-	Lecture	JMC 402.2	Mid Term-1, Quiz &

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	getic & non-digetic, sync amd non-sync,			End Sem Exam
11	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
12	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
13	silence, dialogues, ambient sound, background score & musical tracks	Lecture	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
14	silence, dialogues, ambient sound, background score & musical tracks	Practical	JMC 402.2	Mid Term-1, Quiz & End Sem Exam
15	Development stage-casting, scheduling & reece	Practical	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
16	Development stage-casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
17	Development stage-casting, scheduling & reece	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
18	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
19	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
20	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-1, Quiz & End Sem Exam
21	Pre production stage- key members of film production unit and their roles and responsibilities	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
22	Pre production stage- key members of film production unit and their	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem

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	roles and responsibilities			Exam
23	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.3	Mid Term-2, Quiz & End Sem Exam
24	Production; Post production; Distribution, promotion and release; Exhibition and film festival	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
25	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Lecture	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
26	Narrative Composition: 3 plot structure, Linear and Non linear and Circular	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
27	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
28	Characterization & Dramatic Structure; Scriptwriting formats, step outline & shot break down Screen	Practical	JMC 402.4	Mid Term-2, Quiz & End Sem Exam
29	Play, storyboarding & shooting script; Script selection; Writing proposal	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
30	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films; Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
31	Study of Lighting-Mood, Feel, Form, Content; Single point and two point lighting in Films Understanding Natural lighting in Films;	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam

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	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror			
32	Exercises in lighting for-Cameo; Silhouettes; Low Key; High Key; Realistic; Horror	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
33	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
34	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
35	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam
36	How to view/read the movie; Narrative and non narrative; Film genre; Italian neo-realism; French New wave; Birth of Indian cinema; Golden era of Indian Cinema	Practical	JMC 402.5	Mid Term-2, Quiz & End Sem Exam

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G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 402.1.	Understand the concepts of TV & News room Practices	3	3	1	3	1				2		2	1			
JMC402.2	Analyze various format of TV Shows	3	2	2	2	2				2		1	1			
JMC 402.3	Identify, implement and evolve conceptual understanding of the subject.	3	2	2	2	2				3		3	1			
JMC 402.4	Evaluate the different ideologies in the field of TV & News industries	3	3	2	3	2				1		2	1			
JMC402.5	Enable students to understand various formats of programme.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2019-20						
Class: BAJMC.IV Semester						
Subject Name: JMC-402 News Room Practices & Anchoring Skills		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Newsroom Practices & Anchoring Skills /Course code ***JMC 402*** is level **3** for the academic year 2019-20.

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MADHYA PRADESH
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DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: MEDIA PLANNING & EVENT MANAGEMENT
Course Code: JMC 403, Credits: 02, Session: 2019-20 (Even Sem), Class: BA(J&MC). IV SEM
Faculty Name: Gaurav Chhabra

A. Introduction: This course provides a thorough understanding of media planning, covering its definition, objectives, and contemporary relevance. Students explore strategies, including internet dynamics. The curriculum extends to event management, encompassing types, interrelationships, and planning skills. It ensures students are adept in media planning processes, event dynamics, and evaluation methodologies for a well-rounded professional readiness.

B. Course Outcomes: At the end of the course, students will be able to:

JMC403.1. Understanding that EM companies function as independent organizations.

JMC403.2. Develop the understanding of the events as prevalent tools of marketing.

JMC403.3. Analyzing the role of events in building/developing corporate image.

JMC403.4. Provide an insight into the important aspects of crisis/risk management in events.

JMC403.5. Creating a combination of PR, advertising and promotions that help a corporate organization.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication-related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

D. Programme Specific Outcomes:

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%

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Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Media Planning	
Introduction To Media Planning(MP); Defining Media Planning; Objectives Of MP; Importance Of MP In The Current Scenario; Developing Media Strategy-The Media Mix; Factors Influencing Media Strategy Decisions; Media Types Characteristic Of Major Media Forms; Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising.	**25%**
Module II: Media Planning Process	
Matching Media & Market- Geographical Selectivity, Reach & Frequency; Media Briefing; Media Scheduling; Media Plan & Strategy Development Process; Media Budgeting (Traditional & Modem Methods); Media Buying Functions; New Trends In Media Buying.	**25%**
Module III: Introduction to Event & Its Elements	
Defining Events And Event Management; Scope And Importance Of Events; Types And Sizes Of Events Relationship Between-Events, Advertising, And PR; 5 C's Of An Event, Departments In An Event Management Company; Designing Of An Event; Event Logistics Event Production- Theme, Décor, Stage Set-Up, Lighting, Sound, Camera.	**25%**
Module IV: Event Planning	
Event Research – Importance; Event Proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study, Importance And Process Of Event Evaluation; Establishing Tangible Objectives And Sensitivity In Evaluation; Evaluation From The Point Of View Of: Client, Organizer, Target Audience.	**25%**

Pedagogy for Course Delivery:

Lectures, Copywriting exercises, Presentations, Visual aids, Analysis of copy in different ads, Assignments, Question-discussion.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**

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down)					
Weightage (%)	15	5	10	5	70

H. Text and References:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Savita Bhan-Managing Presentations; Wakhlu,
- Palmer's- Stage Management, Lighting and Sound
- Walters, Graham -Stage Lighting step-by-step;
- W.Oren& Wolf, R.Craig -Scene Design and Stage Lighting; Parker,
- Gaur, Sanjaya S &Saggere,S.V.-Event Marketing & Management;
- Hoyle Jr., Leonaed H.- Event Marketing
- Lynn Van Der Wagem -Event Management
- Angus, Robert B.-Planning, Performing & Controlling

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction To Media Planning (MP)	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
2	Defining Media Planning	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
3	Objectives Of MP	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
4	Importance Of MP In the Current Scenario	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
5	Developing Media Strategy-The Media Mix	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
6	Factors Influencing Media Strategy Decisions; Media Types Characteristic of Major Media Forms	Lecture	JMC403.1	Mid Term-1, Quiz & End Sem Exam
7	Internet –The Big Medium; ATL & BTL Media; Electronic Media; Outdoor Advertising; Transit Advertising	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
8	Matching Media & Market-Geographical Selectivity, Reach & Frequency.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
9	Media Briefing; Media Scheduling; Media Plan & Strategy Development Process.	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
10	Media Budgeting (Traditional & Modem Methods)	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
11	Media Buying Functions; New Trends in Media Buying	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
12	Defining Events and Event Management; Types And	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam

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13	Scope And Importance of Events	Lecture	JMC403.2	Mid Term-1, Quiz & End Sem Exam
14	Types And Sizes of Events, Relationship Between-Events, Advertising and PR	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
15	5 C's of An Event	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
16	Departments In an Event Management Company; Designing of An Event; Event Logistics	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
17	Event Production- Theme, Decor, Stage Set-Up, Lighting, Sound, Camera	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
18	Event Research – Importance; Event Proposal; Pitching Process.	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
19	Event Scheduling; Event Marketing & Crisis Management	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
20	Case Study, Importance and Process of Event Evaluation	Lecture	JMC403.3	Mid Term-1, Quiz & End Sem Exam
21	Establishing Tangible Objectives and Sensitivity in Evaluation	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
22	Evaluation From the Point of View of: Client.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
23	Evaluation From the Point of View of: Organizer.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam
24	Evaluation From the Point of View of: Target Audience.	Lecture	JMC403.3	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC403.1	Understanding that EM companies function as independent organizations.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
JMC403.2	Develop the understanding of the events as prevalent tools of marketing.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
JMC403.3	Analyzing the role of events in building/developing corporate image.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
JMC403.4	Provide an insight into the important aspects of crisis/risk management in events.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
JMC403.5	Creating a combination of PR, advertising and promotions that help a corporate organization.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –IV) 2019-20

Class: BA(J&MC) IV Semester

Subject Name: JMC403 MEDIA PLANNING AND EVENT MANAGEMENT	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Understanding that EM companies function as independent organizations.

CO2. Develop the understanding of the events as prevalent tools of marketing.

CO3. Analyzing the role of events in building/developing corporate image.

CO4. Provide an insight into the important aspects of crisis/risk management in events.

CO5. Creating a combination of PR, advertising and promotions that help a corporate organization.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of media planning in the current scenario, and how does it contribute to developing effective media strategies?	3
CO2	Q.2a	In media planning, how is the matching of media with market achieved, considering geographical selectivity, reach, and frequency?	3
	Q.2b	Explain the media planning process, covering media briefing, scheduling, and the development of media plans and strategies. How is media budgeting approached using traditional and modern methods?	3
CO4	Q.3	What functions does media buying serve in the media planning process, and what are the new trends in media buying?	6
CO3	Q.4	Explore the 5 C's of an event and the departments within an event management company. Discuss the design, logistics, and production aspects of organizing an event.	3

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CO5	Q.5a	Why is event research important, and what does the event proposal and pitching process entail?	3
	Q.5b	How do you establish tangible objectives and sensitivity in event evaluation? Explain the evaluation perspectives from the client, organizer, and target audience.	3
CO3	Q.6	Discuss the functions of media buying within the media planning process. How have new trends influenced the way media buying is approached?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course MEDIA PLANNING AND EVENT MANAGEMENT /JMC 403 is level 2 for the academic year 2019-20.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Introduction to New Media
Course Code : JMC 404, Crédits : 03, Session : 2019-20 (Even Sem.), Class : BA (J&MC) 2nd Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: The course will help students to learn the new edge media.

B. Course Outcomes: At the end of the course, students will be able to:
JMC404.1. In this course students will understand the emergence of the new 'reader'.
JMC404.2. They will come to know about convergence of media and technology.
JMC404.3. The course is designed to enable the student to understand the changing role of media professionals.
JMC404.4. They will be introduced to the concepts of web journalism.
JMC404.5. Understand the New Media production process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

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C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Introduction to New Media	**30%**
• New Media Vs Cyber Media, Characteristics of New Media, • Principles of New Media Mapping, • Interface, Analogue Vs Digital technology, • Digitization of media· media • convergence, Information Superhighway, Social media	
Module II Web Journalism	**40%**
• Overview of Web Journalism , News is a conversation now – participative newsrooms structure, • Trends in web/online Journalism & Communication, Qualities New Media journalist , • Mobile Journalism (MOJOs), • Content management, Trends in Online Reporting & Editing	
Module III Understanding New Media Technologies & Applications	**30%**
• Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, • Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, • SEO, Digital Marketing	

E. Examination Scheme:

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Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
2	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
3	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
4	New Media Vs Cyber Media,	Lecture	JMC404.1	Mid Term-1, Quiz &

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	Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media *convergence, Information Superhighway, Social media*			End Sem Exam
5	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
6	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
7	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
8	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media· media convergence, Information Superhighway, Social media	Lecture	JMC404.1	Mid Term-1, Quiz & End Sem Exam
9	New Media Vs Cyber Media, Characteristics of New Media,	Lecture	JMC404.2	Mid Term-1, Quiz &

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	Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media			End Sem Exam
10	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
11	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
12	New Media Vs Cyber Media, Characteristics of New Media, Principles of New Media Mapping, Interface, Analogue Vs Digital technology, Digitization of media- media convergence, Information Superhighway, Social media	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
13	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam

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14	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
15	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
16	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
17	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.2	Mid Term-1, Quiz & End Sem Exam
18	Overview of Web	Lecture	JMC404.3	Mid Term-

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	Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing			1, Quiz & End Sem Exam
19	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
20	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Mid Term-1, Quiz & End Sem Exam
21	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
22	Overview of Web Journalism , News is a	Lecture	JMC404.3	Presentation, Quiz

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	conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing			& End Sem Exam
23	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
24	Overview of Web Journalism , News is a conversation now – participative newsrooms structure,Trends in web/online Journalism & Communication, Qualities New Media journalist , Mobile Journalism (MOJOs), Content management, Trends in Online Reporting & Editing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
25	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
26	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam

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	derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
27	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
28	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
29	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
30	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.3	Presentation, Quiz & End Sem Exam
31	Blogging Vs Microblogging,	Lecture	JMC404.4	Presentation, Quiz

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	Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			& End Sem Exam
32	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.4	Presentation, Quiz & End Sem Exam
33	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.4	Presentation, Quiz & End Sem Exam
34	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam
35	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam

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	database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing			
36	Blogging Vs Microblogging, Characteristics of (Social Networking Sites) SNS, Trolls, Memes, folksonomy, Emerging derivative artforms like database cinema, mash up music and collage, Gaming and counter narratives, SEO, Digital Marketing	Lecture	JMC404.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 404.1	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**

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JMC 404.2	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 404.3	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 404.4	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 404.5	*Understand the New Media production process*	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-IV) 2019-20						
Class: BAJMC I Semester						
Subject Name: JMC404 INTRODUCTION TO NEW MEDIA		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: In this course students will understand the emergence of the new 'reader'. CO2: They will come to know about convergence of media and technology.						
CO	Question No.	Question				Marks

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Map			
CO1	Q.1	What is Buzz Mining? Explain with example.	3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?	3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.	3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.	6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.	3
CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.	3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.	3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to New Media*** /Course code ***404*** is level 2 for the academic year 2019-20.

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Amity School of Communication
Course Handout
Course Name : Fake News and Media Literacy
Course Code : JMC 405, Crédits : 3, Session : 2019-20 (EVEN), Class BAJMC 4th Sem
Faculty Name : Siddharth Sharma

Introduction: "Fake news" has captured the attention of politicians, the media, and the general public since 2016. But the concept is hardly new; it has existed in some form for centuries. In this course, we will explore the history of fake news in different media, culminating in an examination of the modern phenomenon of fake news. We will learn information literacy techniques for evaluating news sources and will study a specific contemporary manifestation of "fake news" in depth.

Course Outcomes: At the end of the course, students will be able to:

- BJM-405.1- The introduce students to define fake news and discuss its history
- BJM-405.2- Describe the modern phenomenon of fake news and discuss its significance
- BJM-405.3- Identify sources of false or misleading information on a variety of media platforms
- BJM-405.4- Evaluate news and other information outlets for bias
- BJM-405.5- Describe how news items are created and disseminated across different types of media and social networks

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher

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studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required	A	5%

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	to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I : History of Fake News	**35 %**
History of fake news, Definition and Characteristics of fake news, Variations of fake news, Information cycle of fake news, Identifying and dealing with fake news, Credible sources and organizations. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information	
Module-II Media literacy and Real news	**35%**
Concept of Dis-information, Mis-information& Mal-information, Narratives in disinformation and misinformation, Elements of Information disorder, Phases of Information disorder. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives	
Module III: Basic tools and techniques to combat fake news	**30 %**
Identification of fake accounts or bots, Concept of Red Flag, Types of common false or misleading visual content: Wrong time/wrong place content, manipulated content, Staged content. Tools: - Reverse Image Search, YouTube Data Viewer, EXIF Viewer, Geolocation, Weather corroboration, Metadata Analysis, Shadow analysis, Image forensics.	

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Factchecking organisations around the worl	

Teaching Pedagogy:

C. The course will be delivered through a combination of lectures, discussions and task-based activities.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

E. Media management in the age of Giants; Herrick, Dennis.H. • The Indian Media Business; Kohli, Vanita • Mass Communication in India; Aggarwal, Veerbala • Fighting Fake News!: Teaching Critical Thinking and Media Literacy in a Digital Age Paperback – April 1, 2018

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Characteristics of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
3	Variations of fake news, Information cycle of fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
4	Identifying and dealing with fake news,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
5	Credible sources and	Lecture	JMC	Mid Term-

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	organizations		405.1	1, Quiz & End Sem Exam
6	. Distinguish among different kinds of information and media: news, commentary/opinion, advertising,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
7	publicity, entertainment, propaganda, persuasion, raw information	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
8	Concept of Dis-information, Mis-information& Mal-information,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
9	Narratives in disinformation and misinformation,	Lecture	JMC 405.1	Mid Term-1, Quiz & End Sem Exam
10	Elements of Information disorder	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
11	Phases of Information disorder.	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
12	Identify key characteristics of Real News:	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
13	Verification, accountability, independence,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
14	multiple perspectives.	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
15	Identification of fake accounts or bots,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
17	Concept of Red Flag,	Lecture	JMC	Mid Term-

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			405.2	1, Quiz & End Sem Exam
18	Types of common false or misleading visual content:	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
19	Wrong time/wrong place content,	Lecture	JMC 405.2	Mid Term-1, Quiz & End Sem Exam
20	manipulated content,	Lecture	JMC 405.3	Mid Term-1, Quiz & End Sem Exam
21	Staged content. Tools: -	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
22	Reverse Image Search,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
23	YouTube Data Viewer,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
24	EXIF Viewer,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
25	Geolocation,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
26	Weather corroboration,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
27	Metadata Analysis,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
28	Shadow analysis,	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
29	Image forensics.	Lecture	JMC 405.3	Mid Term-2, Quiz &

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				End Sem Exam
30	Factchecking organisations around the world	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
31	Features	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
32	Writings in research	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
33	Dummy model	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
34	Computer layout;	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
35	Choosing the right visuals	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam
36	Principles of photo editing; Page Layout	Lecture	JMC 405.3	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC405.1	The course designed to define fake news and discuss its history	3	3	1	3	1	**3**	**3**	**3** **3**	2	**3**	**2**		**3**	**2**	**1**

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JMC405.2	describe the modern phenomenon of fake news and discuss its significance	3	2	2	2	2	**3**	**3**	**2**	2	**1**	**3**		**2**	**3**	**3**
JMC405.3	Identify sources of false or misleading information on a variety of media platforms	3	2	2	2	2	**2**	**3**	**3**	3	**2**	**3**		**3**	**3**	**3**
JMC405.4	Evaluate news and other information outlets for bias	**3**	3	2	3	2	**2**	**3**	**2**	1	**2**	**3**		**3**	**2**	**1**
JMC405.5	describe how news items are created and disseminated across different types of media and social networks	3	3	2	3	2	2	**3**	**1**	1	**1**	**3**		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication IV MID-SEMESTER (SEM –IV) 2019-20						
Class: BAJMC.IV Semester						
Subject Name: JMC-405: Fake News and Media Literacy		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to CO1: List the broad perceptive of News gathering and beats .CO2: Basic principles and rules of proof reading			
CO Map	Question No.	Question	Marks
CO1	Q.1	What defines "fake news" and how does it differ from misinformation and disinformation?	3
CO1	Q.2a	How does the spread of fake news and disinformation impact public discourse and democratic processes?	3
	Q.2b	What are some common techniques used to create and disseminate fake news and disinformation?	3
CO1	Q.3	How do social media platforms contribute to the spread of fake news and disinformation, and what measures are being taken to address this issue?	6
CO2	Q.4	What role do confirmation bias and echo chambers play in the consumption and propagation of fake news and disinformation?	3
CO2	Q.5a	how can individuals critically evaluate information sources to distinguish between legitimate news and fake news?	3
	Q.5b	What are the potential consequences of believing and sharing fake news and disinformation?	3
CO2	Q 6	How do governments and organizations combat fake news and disinformation without infringing on freedom of speech?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course : ***Fake News and Media Literacy*** /Course code ***JMC-405*** is level 2 for the academic year 2010-20.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course : Digital Skills for Media IV
Course Code : JMC 406 Crédits :02 Session : 2019-20 (Odd Sem.) , Class : BAJMC IV Sem
Faculty Name : Sanjay Singh Sikarwar

A. **Introduction:** Television journalism plays a fundamental role in keeping the public informed about local, national, and international events. Through news broadcasts, documentaries, and investigative reports, it brings significant issues, critical stories, and human experiences to the attention of millions of viewers.

B. **Course Outcomes:** At the end of the course, students will be able to:

BAJMC 406 .1. Understand the concepts of Graphics & design.
BAJMC 406.2. Various digital media formats
BAJMC 406.3. Multimedia & its interactive style of working
BAJMC 406.4. Evaluate the different ideologies in the field of graphics & editing
BAJMC 406.5. prepare a project based on graphics & design.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. **Assessment Plan:**

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. **Syllabus:**

Course Contents/Syllabus:	Weightage
Module I : Graphics	**25%**
Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	
Module II: Introduction Of Image	**35 %**
Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	
Module Iii: Animation	**40 %**
Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	

E. Examination Scheme

Lab/ Practicals: Training of Graphics and Animation Software

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
70 %	30 %	100

Theory+Practical (T+P) Assessment

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	**Assignment/Viva**	**Attendance**	**Midterm**	
Weightage (%)	10	5	15	70

Viva: The Viva of this practical will be conduct by the Industry Expert. Text & References

F. Suggested Text/Reference Books:

- Corrigan, J: Computer Graphics: Secrets & Solutions, BPB Publications, New Delhi, 1994.
- Anderson, Y: Teaching Film Animation to Children, Van Nostrand, Reinhold, New York, 1988.
- **T**aylor Richard: The encyclopaedia of Animation Techniques, 1999.
- Foley, Vandam, Feiner, Hughes: Computer Graphics. Principle and Practice, Addison Weslley Longman (Singapore), New Delhi,
- Hearn Donald, Baker, Pauline M.: Computer Graphics.

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F. **Lecture Plan**

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
2	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
3	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
4	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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	Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.			
5	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
6	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
7	Computer Graphics Concepts, Bitmap Graphics, Resolution, Color, File Formats, Composition, Why Are Image & Graphics Important In Multimedia, Integrating Image & Graphics In Multimedia, Understanding Kinds Of Graphics, Concept Of Graphics-2D & 3D Graphics.	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
8	Image, Image Types: Method Of Storing &	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem

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	Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			Exam
9	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
10	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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11	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
12	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
13	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam

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	And Dithering, Image Size			
14	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.1	Mid Term-1, Quiz & End Sem Exam
15	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
16	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam

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	Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
17	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
18	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
19	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam

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	Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size			
20	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-1, Quiz & End Sem Exam
21	Image, Image Types: Method Of Storing & Reproducing Images Viz, Raster Graphics And Vector Graphics, Digital Image Representation: Resolution, Pixel Aspect Ratio, Pixel Depth, Dynamic Range Of Colours, Basic Colour Theory, Colour Characteristics-Hue, Saturation, Value, Colour Palette And Colour Lookup Table, Indexing And Dithering, Image Size	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
22	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation,	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
23	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
24	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire,	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Explosion Etc. And Rendering			
25	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
26	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
27	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam

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	Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
28	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.2	Mid Term-2, Quiz & End Sem Exam
29	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera,	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam

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	Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
30	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
31	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.3	Mid Term-2, Quiz & End Sem Exam
32	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam

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	Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
34	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.4	Mid Term-2, Quiz & End Sem Exam
35	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam

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	Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering			
36	Meaning & Importance, Animation Techniques, Paper Animation, Cell Animation, Computer Animation And Its Application, An Introduction To The Process Of 2D And 3D Computer Animation, Using Various Software, Image Processing And Special Effects; 2D And 3D Computer Animation: Its Composition, Model Building, Colour, Lighting, Camera, Editing, Production Effects Like Fire, Explosion Etc. And Rendering	Lecture	JMC 406.5	Mid Term-2, Quiz & End Sem Exam

G. **Course Articulation Matrix (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 406. 1.	Understand the concepts of Graphics & design.	3	3	1	3	1				2		2	1			
JMC402. 2	Various digital media formats	3	2	2	2	2				2		1	1			
JMC 406.3	Multimedia & its interactive style of working	3	2	2	2	2				3		3	1			
JMC 406.4	Evaluate the different ideologies in the field of graphics & editing	3	3	2	3	2				1		2	1			
JMC406. 5	Prepare a project based on graphics & design.	2	2	1	2	3				2		2	1			

Sample Question Paper

AMITY SCHOOL OF COMMUNICATION I MID-SEMESTER (SEM –IV) 2019-20						
Class: BA(J&MC) IV Semester						
Subject Name: BAJMC-406 Digital Skills for Media-IV		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Student will be able to CO1: List the Different designing software and concept.CO2: Apply different application as per need.			
CO Map	Question No.	Question	Marks
CO1	Q.1	What are the latest software and application in studying audiences through digital media?	3
CO1	Q.2a	What are the various platforms of graphics?	3
	Q.2b	What is 'editing'? What are the main aspects of editing? Discuss briefly the role Non linear editing?	3
CO1	Q.3	What is vector graphics? Is it losing importance now-a-days?	6
CO2	Q.4	Explain the significance of pixel & resolution?	3
CO2	Q.5a	What do you understand by visual aspect of design in media? Hoe do the visuals help in communication process	3
	Q.5b	Briefly discuss the history and development of graphics.	3
CO2	Q 6	Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a visuals?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Digital skills for media IV /Course code ***JMC 406*** is level **3** for the academic year 2019-20.

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Course Handout
Course Name : Television Production
Course Code : JMC 407 Credit : 2 Session : 2019-20 (Odd Sem.), Class : BAJMC. 4th Sem
Faculty Name : Sandeep Kumar

A. **Introduction:** This course is meant to Equip students with comprehensive skills in television production, covering technical proficiency, creative storytelling, effective pre-production planning, collaborative teamwork, and critical analysis of production choices to prepare them for diverse roles in the industry.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 407.1. Demonstrate proficiency in operating television production equipment and technology.

JMC 407.2. Apply principles of visual storytelling to create compelling narratives for television.

JMC 407.3. Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects..

JMC 407.4. Collaborate with a production team to successfully execute live television broadcasts and recorded programs.

JMC 407.5. Evaluate and analyze the impact of television production choices on audience engagement and viewer experience.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Internal Assignment Midterm	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of	A	5%

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	leaves including medical leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Suggested Text/Reference Books:

- "Television Production Handbook" by Herbert Zettl
- "The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger
- "Producing and Directing the Short Film and Video" by Peter W. Rea and David K. Irving
- "Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know" by Jeremy Vineyard
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "Television Production: A Classroom Approach" by Steve R. Owens and Dale R. Cripps
- "The Complete Film Production Handbook" by Eve Light Honthaner

E. Course Articulation Matrix

Sample

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 407.1	Demonstrate proficiency in operating television production equipment and technology.	3	3	1	3	1				2		2	1			

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JMC 407.2	Apply principles of visual storytelling to create compelling narratives for television.	3	2	2	2	2				2		1	1			
JMC 407.3	Execute effective pre-production planning, including scriptwriting, budgeting, and scheduling for television projects.	3	2	2	2	2				3		3	1			
JMC 407.4	Collaborate with a production team to successfully execute live television broadcasts and recorded programs	3	3	2	3	2				1		2	1			
JMC 407.5	Evaluate and analyze the impact of television production choices on audience engagement and viewer experience	2	2	1	2	3				2		2	1			

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***TELEVISION PRODUCTION*** /Course code ***JMC 407*** is level **3** for the academic year 2019-20

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Amity School of Communication
Course Handout
Course Name : Advanced Research in Media Studies
Course Code : JMC 501, Crédits : 3, Session : 2021-22 (ODD), Class BAJMC 5th Sem
Faculty Name : Dr. Sumit Narula

Introduction: The course aims at teaching applied research can put theory to the test, it may add to conceptual clarification and integrate previous existing theories. Thus, central aim of applied research is to find out a solution for some pressing practical problem.

Course Outcomes: At the end of the course, students will be able to:

- JMC-501.1- The introduce students to the application of research in mass communication
- JMC-501.2- explore the various forms of research in different media
- JMC-501.3- introduce students to the variety of tools used in different forms of media research
- JMC-501.4- introduce them to the concept of research paper/articles and their execution
- JMC-501.5- Through practical applications and real-world examples, students will not only comprehend theoretical frameworks but also apply them to the field of mass communication

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination.	A	5%

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	The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus:

	Weightage
Module I: – Correlation & Regression Analysis	**25 %**
Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation Regression- Meaning, Application and Interpretation of Regression and its Terms-R, R2; Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Pape	
Module II: Test of Significance	**25%**
Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III: Analysis of Variance (ANOVA) and Time	**25 %**
Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Method	**25%**

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Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett's Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	

Teaching Pedagogy:

Power-point presentation, Relevant research papers as examples for explaining the concept, Practical exercise for application of media research

C. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Class Test	Attendance	Assignments	70
Weightage (%)	15	05	10	

D. Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint.Singapore: Wadsworth. • Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National Universityof Journalism and Communication, Bhopal. • C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. NewDelhi: New Age International. • Research reports of Neilson, Indi

E. Lecture Plan:

F. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning, Concept and Characteristics of Correlation	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Correlation:	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Type (Postive, Negative and Zero),	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
4	Audience Analysis;	Lecture	JMC 501.1	Mid Term-1, Quiz &

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				End Sem Exam
5	Process, Effect and Impact Research	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
6	Research in Newspaper and Magazine Circulation	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
7	Research; Readership	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
8	Research; Readability	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
9	Research Research in Television and Radio Rating Method;	Lecture	JMC 501.1	Mid Term-1, Quiz & End Sem Exam
10	Non – rating Method Research in Public Relation Industry	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
11	research; News tracking research;	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
12	Competitive analysis	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
13	Research in New Media: Social Media Research;	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
14	Research on Online usage	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
15	Statistics applied in Research:	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
16	Different types of features	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem

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				Exam
17	Frequencies and Percentages;	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
18	Measures of Central tendency:	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
19	Mean,	Lecture	JMC 501.2	Mid Term-1, Quiz & End Sem Exam
20	median and mode;	Lecture	JMC 501.3	Mid Term-1, Quiz & End Sem Exam
21	Measures of Dispersion: Range,	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
22	standard deviation	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
23	and mean deviation;	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
24	Simple correlation	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
25	correlation	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
26	Science and Technology data;	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
27	Environmental database	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
28	Factor Analysis: Meaning, Interpretation,	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam

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29	Application, Principle Component Method with Varimax Rotation,	Lecture	JMC 501.3	Mid Term-2, Quiz & End Sem Exam
30	KO Barlett's Test for Validity with SPSS,	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
31	Identification of Factors through loading with SPSS	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
32	Advantage and Limitation of Factor Analysis	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
33	Cross Tabulation and Chi-square Test with SPSS	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
34	One-way ANOVA: Meaning, Interpretation	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
35	Application and Calculation with SPSS	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam
36	Time Series Analysis	Lecture	JMC 501.4	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC501.1	The course designed to media research analysis for	3	3	1	3	1	**3**	**3**	**3**	2	**3**	**2**		**3**	**2**	**1**

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	source, message, channel and audience concept															
JMC501.2	The course will help students develop the applications of media research in print, electronic and PR industry	3	2	2	2	2	3	3	2	2	1	3		2	3	3
JMC501.3	Prepare media research plans for the above mentioned industries	3	2	2	2	2	2	3	3	3	2	3		3	3	3
JMC501.4	Apply the basic statistical processes in various media research studies	3	3	2	3	2	2	3	2	1	2	3		3	2	1
JMC501.5	The course will also help develop knowledge of major media characteristics and applied research in industry	3	3	2	3	2	2	3	1	1	1	3		2	3	3

Sample Question Paper

Amity School of Communication V MID-SEMESTER (SEM –V) 2021-22
Class: BAJMC.V Semester

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Subject Name: JMC-501 Applied Research in Media Studies		Time: 1.5 Hrs.			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of applied research & ethics
.CO2: Basic principles and rules of proof reading

CO Map	Question No.	Question	Marks
CO1	Q.1	What are some common methodologies used in applied research, and how do they differ from those used in theoretical research?	3
CO1	Q.2a	What is one-way ANNOVA? Explain.	3
	Q.2b	How do researchers ensure that their findings from applied research are relevant and applicable to the target audience or problem?	3
CO1	Q.3	What is KO Barlett's Test for Validity with SPSS?	6
CO2	Q.4	How does collaboration between researchers and stakeholders, such as industry partners or government agencies, enhance the effectiveness of applied research?	3
CO2	Q.5a	What role does data analysis and interpretation play in applied research, and how do researchers ensure the validity and reliability of their findings?	3
	Q.5b	How do researchers disseminate the results of applied research to maximize its impact and implementation?	3
CO2	Q 6	What are some challenges commonly faced by researchers in the field of applied research, and how can they be addressed to facilitate the translation of research findings into practice?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advanced Research in Media Studies***/Course code ***JMC-501*** is level 2 for the academic year 2021-22.

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Amity School of Communication
Course Handout
Course Name : Introduction to Data Journalism
Course Code : JMC 502. Crédits : 2, Session : 2021-22 (Odd), Class BAJMC 5th Semester
Faculty Name : Mr. Siddharth Sharma

A. **Introduction:** The course aims to introduce basic concepts of news and the news process. It will also illustrate the history of the press in India and the role of pioneers during the independence struggle. In addition, it will describe the growth of the press post-independence.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC502.1 To understand basic knowledge of the emerging concepts of Data Journalism.
- JMC502.2 To understand the knowledge of working with spreadsheet.
- JMC502.3: To understand the basic knowledge about the data driven stories.
- JMC 502.4: To understand the basic knowledge of software's used to visualize data
- JMC 502.5: To understand the use of AI in computing data

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%includesalltypesofleaves Including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Module I: Data Journalism	**Weightage**
What Is Data Journalism, Why Journalists Should Use Data, Importance Of Data, Some Examples, Data Journalism In Different Perspectives, Data Journalism In The Newsroom, Inside A Data Team, How To Turn Numbers Into Stories, The Business Case For Data Journalism, Finding Data To Support Stories, Setting Up 'Data Newswire's, Strategic Searching - Tips And Tricks, Introduction To Scraping, Data Laws And Sources	**35%**
Module II: Finding Story Ideas With Data Analysis	**30%**
Newsroom Math And Statistics, Sorting And Filtering Data In Excel, Making New Variables With Functions, Summarizing Data With Pivot Tables, Correct Bad Formatting, Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	
Module III: Telling Stories With Visualization & Spreadsheets	**35%**
The Main Principles Of Data Visualization, Choosing The Best Graphic Forms, The Art Of Insight, Introduction To Spreadsheet, Basics: Inputting Numbers And Text, Simple Calculations, Simple Formulae, Ordering And Filtering, Simple Graphics, Advanced Pivot Tables, Working With Spreadsheets, Working With Tableau And Google Fusion Tables For More Advanced Graphics And Maps, Making Graphics With Web Tools	

Teaching Pedagogy:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience. Data journalism is a hands-on field, so focus on practical application. Include real-world projects, case studies, and simulations to provide students with hands-on experience in collecting, analyzing, and visualizing data.

D. Examination Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examin**
Components (Drop down)	**Class Test**	**Attendance**	**Project**	**Assignments**	

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Weightage (%)	05	05	10	10	0

E. Suggested Text/Reference Books:

1. Gray, J., Bounegru, L. and Chambers, L. (eds). 2013. The Data Journalism Handbook: How
Journalists Can Use Data to Improve the News.
2. Meyer, Philip. 2011. Precision journalism and narrative journalism: toward a uni ed eld theory.
www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-andNarrative-Journalism-Toward-a-Unied-Field-Theory.aspx
3. Wikipedia. What is CAR? http://en.wikipedia.org/wiki/Computer-assisted_reporting
4. Wikipedia. What is data driven journalism?
http://en.wikipedia.org/wiki/Data_driven_journalism
5. Examples of data-driven journalism by Mindy McAdams:
http://mindymcadams.com/tojou/2012/datajournalism-examples/
6. www.ire.org/tag/philip-meyer-journalism-awards/
7. Data journalism handbook.org. Data Journalism Handbook.
http://datajournalismhandbook.org/1.0/en/
8. Verweij, Peter. 2012. Data journalism: where coders and journos meet.
http://memeburn.com/2012/03/datajournalism- where-coders-and-journos-meet/
9. Thibodeaux, Troy. 2011. Ten tools that can help data journalists do better work, be more ef cient.
www.poynter.org/how-tos/digital-strategies/147736/10-tools-for-the-data-journalists-tool-belt

F. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Is Data Journalism, Importance Of Data, Some Examples,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
2	Data Journalism In Different Perspectives, Data Journalism In The Newsroom, Inside A Data Team,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
3	How To Turn Numbers Into Stories, The Business Case For Data Journalism, ,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
4	Setting Up 'Data Newswire's,	Lecture	JMC502.1	Mid Term-1, Quiz &

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	Strategic Searching - Tips And Tricks,			End Sem Exam
5	Introduction To Scraping,	Lecture	JMC502.1	Mid Term-1, Quiz & End Sem Exam
6	Data Laws And Sources	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
7	Why Journalists Should Use Data,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
8	Finding Data To Support Stories	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
9	Newsroom Math And Statistics,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
10	Sorting And Filtering Data In Excel, Making New Variables With Functions,	Lecture	JMC502.2	Mid Term-1, Quiz & End Sem Exam
11	Summarizing Data With Pivot Tables, Correct Bad Formatting,	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
12	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
13	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
14	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.3	Mid Term-1, Quiz & End Sem Exam
15	Misspellings, Invalid Values And Duplicates, Advanced Cleaning Techniques	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
16	Misspellings, Invalid Values And Duplicates, Advanced	Lecture	JMC502.4	Mid Term-1, Quiz &

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	Cleaning Techniques			End Sem Exam
17	The Main Principles Of Data Visualization, Choosing The Best Graphic Forms,	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
18	The Art Of Insight, Introduction	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
19	To Spreadsheet, Basics:	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
20	Inputting Numbers And Text, Simple Calculations,	Lecture	JMC502.4	Mid Term-1, Quiz & End Sem Exam
21	Simple Formulae, Ordering And Filtering, Simple Graphics,	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam
22	T Advanced Pivot Tables, Working With Spreadsheets, Working With Tableau And	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam
23	Google Fusion Tables For More Advanced Graphics And Maps,	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam
24	Making Graphics With Web Tools	Lecture	JMC502.5	Presentation, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1	P01	PO1	PSO1	PSO2	PSO3

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											0	1	2			
CO1	To understand basic knowledge of the emerging concepts of Data Journalism	**0**	**1**	**2**	**1**	**1**	**3**	**2**	-	**-**	**-**	-	-	**1**	**2**	**1**
CO2	To understand the knowledge of working with spreadsheet	**0**	**2**	**1**	**2**	**2**	**2**	**1**	-	**-**	**-**	-		**2**	**1**	**2**
CO3	To understand the basic knowledge about the data driven stories.	**0**	**0**	**1**	**2**	**1**	**2**	**1**	-	**-**	**-**	-		**0**	**1**	**2**
CO4	To understand the basic knowledge of software's used to visualize data	**0**	**1**	**2**	**1**	**1**	**3**	**2**	-	**-**	**-**	-		**1**	**2**	**1**
CO5	To Understand the use of AI in Computing Data	**0**	**2**	**2**	**1**	**1**	**3**	**2**	-	**-**	**-**	-		**1**	**2**	**1**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2021-22						
Class: BAJMC- 5th semester						
Subject Name: JMC502: Data Journalism.		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To understand basic knowledge of the emerging concepts of Data Journalism.
model.CO2: To understand the knowledge of working with spreadsheet

COMap	QuestionNo.	Question	Marks
CO1	Q.1	What is data Journalism? Explain with example.	3
CO2	Q.2a	What are the sources for Data Journalism? Discuss. Discuss the advance cleaning techniques of data.	3
	Q.2b	What are the main principles of data visualization? Explain.	3
CO3	Q.3	Which tools are used for data visualization? Discuss.	6
CO4	Q.4	Discuss the steps of filtering and shorting the data in MS Excel.	3
CO4	Q.5a	How to get started with finding public data sources on the web? Explain.	3
	Q.5b	How Data Journalism keeping an eye of Government? Discuss with some recent examples.	3
CO4	Q6	What is the inverted pyramid of data journalism? Discuss each and every step with example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Introduction to Data Journalism***/Course code ***JMC 502*** is level **2** for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: BA(J&MC), Film Appreciation, Direction and Stylization
Course Code : JMC 503, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : JMC. 5th Semester
Faculty Name : Dr. Pranav Mishara

A. **Introduction:** Film Appreciation is intended as a journey through the world of film. You will be introduced to the accumulated critical opinions reviewing 100 years of film-making. Here you can learn more about the passages of film analysis, discussion of film, the period genres, movements in film-style and so much more. This course is useful for professionals who need to be informed and conversant about the film industry; for the layman who wants to know as much as he can about the world of film for his enjoyment; or for the student, hoping to become familiar with the 'lay of-the-land' for film-criticism

B. **Course Outcomes**: At the end of the course, students will be able to:

- **JMC503.1 Describe the value of film viewing and Summarize early film history.**
- **JMC503.2 Define film psychology and Describe general ideas on art theory as a consumer habit**
- **JMC503.3 The student will be able Summarize the filmmaking process and Define 100 years of film styles and movements.**
- **JMC503.4: Define film psychology and Describe general ideas on art theory as a consumer habit**
- **JMC503.5: The students will be able to appraise and interpret the legal, ethical and social aspect of film**

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%

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Attendance	A minimum of 75% Attendance isrequiredtobemaintainedbyastudentto be qualified for taking up the EndSemester examination. The allowanceof 25%includesalltypesofleaves includingmedicalleaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

Content	Weightage
Module I: **Film Appreciation-I** History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	25%
Module II: **Film Appreciation-II** Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	25%
Module III: Direction & Stylization-I International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways to Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	25%
Module IV Direction & Stylization-II Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors	25%

E. Examination Scheme:

Components	**A**	**CT**	**S/V/Q/HA**	**EE**
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

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F. Suggested Text/Reference Books:

- J Film As Film: Understanding And Judging Movies Paperback – August 22, 1993 by V. F.
- Perkins
- Film: A Very Short Introduction, by Michael Wood
- Pattern Recognition, by William Gibson
- Additional References
- Film review in leading Dailies
- Film related feature articles in Sunday Edition of leading dailies
- Film review Blogs

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
2	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
3	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
4	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
5	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
6	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
7	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam

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	Psychology			
8	History Of Cinema, Language Of Cinema, Cinema And Other Traditional Arts, Film Styles And Movements, Film Psychology	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
9	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.1	Mid Term-1, Quiz & End Sem Exam
10	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
11	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
12	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
13	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
14	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam

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15	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
16	Marketing and Communication	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
17	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
18	Process Of Film- Making; Art v/s Commercial Cinema; Government Strategies And So On And So Forth; General Ideas On Art Theory As A Consumer Habit	Lecture	JMC503.2	Mid Term-1, Quiz & End Sem Exam
19	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Mid Term-1, Quiz & End Sem Exam
20	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Mid Term-1, Quiz & End Sem Exam
21	International Film Directors To Know; How To Get Your Money's Worth At The Movies;	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam

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	New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
22	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
23	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
24	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
25	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
26	International Film Directors To Know; How To Get Your Money's Worth At The Movies;	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam

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	New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.			
27	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
28	International Film Directors To Know; How To Get Your Money's Worth At The Movies; New Ways To Enjoy Film, Technology, And The Future; Personal Enrichment As A Film Audience Consumer – Film Reviewing Sessions.	Lecture	JMC503.3	Presentation, Quiz & End Sem Exam
29	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
30	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
31	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
32	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam

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	Indian Cinema. Case Studies Of Different Cinema And Directors.			
33	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
34	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
35	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam
36	Narrative And Non Narrative; Film Genre; Italian Neo-Realism; French New Wave; Birth Of Indian Cinema; Golden Era Of Indian Cinema. Case Studies Of Different Cinema And Directors.	Lecture	JMC503.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
JMC502.1	Describe the value of film viewing and Summarize early film history.	**-**	**2**	**3**	**2**	**-**	**-**	**-**	**2**	**3**	**-**	**2**	**3**

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JMC502.2	Define film psychology and Describe general ideas on art theory as a consumer habit	**-**	**1**	**3**	**2**	**-**	**-**	**-**	**2**	**3**	**-**	**2**	**3**
JMC503.3	The student will be able Summarize the filmmaking process and Define 100 years of film styles and movements.	**-**	**-**	**3**	**1**	**-**	**-**	**-**	**1**	**2**	**-**	**1**	**2**
JMC503.4	The students will be able to appraise and interpret the legal, ethical and social aspect of film	**-**	**2**	**2**	**2**	**-**	**-**	**-**	**--**	**1**	**2**	**2**	**1**
JMC503.5	The students will be able to appraise and interpret the legal, ethical and social aspect of film	-	2	2	2	-	-	-	--	1	2	2	1

SampleQuestionPaper

Amity School of Communication IMID-SEMESTER(SEM-5)2021-22						
Class: BAJMC V Semester						
Subject Name: JMC503 FILM APPRECIATION, DIRECTION AND STYLIZATION		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

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Co1 Describe the value of film viewing and Summarize early film history. Define film psychology and CO2Describe general ideas on art theory as a consumer habit			
CO Map	Questions.	Question	Marks
CO1	Q.1	Elaborate the difference between narrative and non-narrative cinema.	3
CO1	Q.2a	Explain any two film movements in the world cinema.	3
	Q.2b	What do you understand by mise-en-scene?	3
CO2	Q.3	Elucidate the case study of a renowned Indian filmmaker and his filmmaking technique.	6
CO2	Q.4	What is cinema regarded as a combination of several different art forms?	3
CO2	Q.5a	Explain in brief about the history of filmmaking in India.	3
	Q.5b	What are different types of FILMS	3
CO2	Q6	Explain the process of censor board in India?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Appreciation, Direction and Stylization /Course code ***JMC 503*** is level 1 **for** the academic year 2021-22.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Writing Skills for New Media
Course Code : JMC 504, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : BA (J&MC) 3rd Year
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students with *the way media is being consumed in the emerging networked world. On demand access to content, anytime, anywhere and on any digital device is the birth and evolution of New Media. An understanding of New Media will enable the student to find the synergies, challenges and opportunities in the emerging media landscape*

B. Course Outcomes: At the end of the course, students will be able to:

JMC504.1. In this course students will understand the emergence of the new 'reader'.
JMC504.2. They will come to know about convergence of media and technology.
JMC504.3. The course is designed to enable the student to understand the changing role of media professionals.
JMC504.4. They will be introduced to the concepts of web journalism.
JMC504.5. Understand the New Media production process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

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[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: New Media Writing	**30%**
• Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, • Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, • The Lingo Of Social Media Networks	
Module II Applications Of New Media Writing	**40%**
• Blogging And Buzz Mining: Strengths And Weakness, Future Scope, • Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, • Citizen Journalism, Hacking, • Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use,	

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• Creative Commons	
Module III Liner Writing And Interactive Writing • Hyper Text And Hyper Media: A Web Not A Chain, • Hyper Text And Hyper Media In Action, • The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, • Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	**30%**

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical
- Introduction

- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
2	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam
3	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And	Lecture	BAJMC504 .1	Mid Term-1, Quiz & End Sem Exam

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	Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks			
4	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
5	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
6	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
7	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
8	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.1	Mid Term-1, Quiz & End Sem Exam
9	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam

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	Media Networks			
10	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
11	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
12	Digital Story Telling, Elements Of A Digital Story-Telling, Seven Enemies Of Good Writing, Writing Headlines And Rise Of SEOs, Writing For Social Media And Chat App, The Lingo Of Social Media Networks	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
13	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
14	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.2	Mid Term-1, Quiz & End Sem Exam
15	Blogging And Buzz Mining: Strengths And Weakness, Future	Lecture	BAJMC504.2	Mid Term-1, Quiz &

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	Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons			End Sem Exam
16	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504. 2	Mid Term-1, Quiz & End Sem Exam
17	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504. 2	Mid Term-1, Quiz & End Sem Exam
18	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504. 3	Mid Term-1, Quiz & End Sem Exam
19	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop,	Lecture	BAJMC504. 3	Mid Term-1, Quiz & End Sem Exam

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	Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons			
20	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Mid Term-1, Quiz & End Sem Exam
21	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
22	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy Culture And Debate Over Plagiarism, Fair Use, Creative Commons	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
23	Blogging And Buzz Mining: Strengths And Weakness, Future Scope, Setting Up A Blog On Wordpress/Blogger.Com, Searching Twitter (Search.Twitter, Twitscoop, Tweetdeck, Linking, Web Scraping, Tag Clouds, Citizen Journalism, Hacking, Copyrights, Copyleft, Piracy	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam

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	Culture And Debate Over Plagiarism, Fair Use, Creative Commons			
24	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
25	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
26	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
27	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam

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	Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
28	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
29	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
30	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.3	Presentation, Quiz & End Sem Exam
31	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media,	Lecture	BAJMC504.4	Presentation, Quiz & End Sem Exam

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	Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
32	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.4	Presentation, Quiz & End Sem Exam
33	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.4	Presentation, Quiz & End Sem Exam
34	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.5	Presentation, Quiz & End Sem Exam
35	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And	Lecture	BAJMC504.5	Presentation, Quiz & End Sem Exam

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	Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing			
36	Hyper Text And Hyper Media: A Web Not A Chain, Hyper Text And Hyper Media In Action, The World Wide Brain, Difficulties Of Hyper Text Writing, Examples Of Interactivity, Writing And Thinking For Integrative Media, Interactive Grammar: The Part Of Integrative Speech, The Technologies Of Interactive Publishing	Lecture	BAJMC504.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 504.1	In this course students will understand the emergence of the new 'reader'.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 504.2	They will come to know about convergence of media and technology.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 504.3	The course is designed to enable the student to understand the changing role of media professionals.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**

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JMC 504.4	They will be introduced to the concepts of web journalism	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 504.5	*Understand the New Media production process*	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM-V) 2021-22						
Class: BAJMC V Semester						
Subject Name: JMC504 Basics of Graphic Design		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: In this course, students will understand the emergence of the new 'reader'.
CO2: They will come to know about the convergence of media and technology.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is Buzz Mining? Explain with example.	3
CO1	Q.2a	What are the tools of digital Story telling for Journalists?	3
	Q.2b	What is meaning of fair use with respect to new media writing? Explain.	3
CO2	Q.3	What is tagging? Write down the use of tag clouds in new media writing.	6
CO2	Q.4	What are the difficulties of hypertext writing? Explain.	3

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CO2	Q.5a	What is TweetDeck? Discuss its usage with twitter.	3
	Q.5b	What are the Chat apps? Are chat apps changing the social interaction landscape? Discuss.	3
CO2	Q6	What is Citizen Journalism? How Does it Influence News? Discuss.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***WRITING SKILLS FOR NEW MEDIA*** /Course code ***JMC 504*** is level 1 **for** the academic year 2021-22.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: BA(J&MC), Media Conflict and Peace Building
Course Code : JMC 505, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : BAJMC. 5th Year
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** This course is meant to explore the dynamic interplay between media, conflict, and peace building, examining how various forms of media contribute to or mitigate conflicts. Analyse case studies, media strategies, and communication interventions to develop insights into fostering peace through media in diverse socio political contexts.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 505.1. To develop an understanding of how this media content influences us and how we can influence others

JMC 505.2. Use these media skills to critique the media with the media.

JMC 505.3. Identify, implement and evolve conceptual understanding of the subject.

JMC 505.4. Students will be able To understand the role of Media during War and Conflict.

JMC 505.5. Enable students to understand role of media agencies in the surrounding area.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus:

	Weightage
Module I: Role of Media and Communication in Conflict	**40 %**
Descriptors/Topics Peace journalism, War Journalism, Reporting Conflict: Impact of the global/national/Local Press, Conflict and Communication: Journalists in Conflicts and Conflict Resolution, News Media in National and International conflict, Legal conditions and mandates for media interventions, Public information, media, and the mandate	
Module II: Media and Communication in Conflict Prevention and Peace-	**40%**
Descriptors/Topics Media's Role in the Escalation of Violent Conflicts, Media as a Conflict Generator, Media as Conflict Mitigator, Resolver (Communal riots, terrorism agents), Media and conflict resolution: Phases and Nature of Media for Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring and beyond	
Module III: ICT and Peacebuilding	**20 %**
Descriptors/Topics ICT for Conflict Transformation and Peace building, Challenges Future for ICT in Peace building, ICT during warfare and Terrorism	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Ahmar, M., 1999. The Media of Conflict. War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Allan, T. and Seaton, J. 1999. The Media of Conflict: War Reporting and Representations of Ethnic Violence. London: Zed Books.
- Arno, A. and Dissanayake, W. 1984. The News Media in National and International Conflict. London: Westview Press.
- Azar, E 1990, The Management of Protracted Social Conflict, Dartmouth, Aldershot. Bromley,

M. and Sonnenberg, U. 1998. Reporting Ethnic Minorities and Ethnic Conflict. Beyond Good and Evil. Maastrict: European Journalism Center.

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G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
2	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	AJMC105.1	Mid Term-1, Quiz & End Sem Exam
3	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public	Lecture	AJMC105.1	Mid Term-1, Quiz & End Sem Exam

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	Information, Media, And The Mandate			
4	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
5	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
6	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
7	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem

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	Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate			Exam
8	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
9	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
10	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam

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	,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate			
11	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
12	Peace Journalism, War Journalism, Reporting Conflict: Impact Of The Global/National/Local Press ,Conflict And Communication: Journalists In Conflicts And Conflict Resolution ,News Media In National And International Conflict , Legal Conditions And Mandates For Media Interventions ,Public Information, Media, And The Mandate	Lecture	BAJMC505.1	Mid Term-1, Quiz & End Sem Exam
13	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam

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	Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond			
14	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
15	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
16	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies:	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam

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	Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond			
17	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
18	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
19	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia,	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam

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	Kosovo, Arab Spring And Beyond			
20	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Mid Term-1, Quiz & End Sem Exam
21	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Presentation, Quiz & End Sem Exam
22	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And	Lecture	BAJMC505.2	Presentation, Quiz & End Sem Exam

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	Beyond			
23	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.2	Presentation, Quiz & End Sem Exam
24	Media's Role In The Escalation Of Violent Conflicts, Media As A Conflict Generator, Media As Conflict Mitigator, Resolver (Communal Riots, Terrorism Agents), Media And Conflict Resolution : Phases And Nature Of Media For Intervention, Case Studies: Vietnam, Iraq, Yugoslavia, Kosovo, Arab Spring And Beyond	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
25	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
26	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
27	ICT For Conflict Transformation And Peace Building, Challenges	Lecture	BAJMC505.3	Presentation, Quiz & End

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	Future For ICT In Peace Building, ICT During Warfare And Terrorism			Sem Exam
28	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
29	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
30	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
31	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
32	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
33	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem Exam
34	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT	Lecture	BAJMC50 5.3	Presentat ion, Quiz & End Sem

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	In Peace Building, ICT During Warfare And Terrorism			Exam
35	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam
36	ICT For Conflict Transformation And Peace Building, Challenges Future For ICT In Peace Building, ICT During Warfare And Terrorism	Lecture	BAJMC505.3	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC505.1	To develop an understanding of how this media content influences us and how we can influence others **.**	3	3	1	3	1				2		2	1	2	2	2
BAJMC505.2	Use these media skills to critique the media with the media.	3	2	2	2	2				2		1	1	1	3	1
BAJMC505.3	Identify, implement and evolve conceptual understanding	3	2	2	2	2				3		3	1	2	2	2

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	of the subject.															
BAJMC505.4	Students will be able To understand the role of Media during War and Confict.	3	3	2	3	2				1		2	1	1	3	1
BAJMC505.5	Enable students to understand role of media agenfies in the surrounding area.	2	2	1	2	3				2		2	1	1	3	1

Sample Question Paper

Amity school of Communication 2021-22						
Class: BA(J&MC)						
Subject Name: Media Conflict and Peace Building		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the role of media in shaping conflict narratives	6
CO1	Q.2	What are the key factors that contribute to media's influence on public understanding of conflicts?	6
	Q.3	Discuss the role of media in promoting social justice and peace.	6
CO1	Q.4	Analyze the relationship between media representations and the perception of historical	6

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		conflicts.	
CO2	Q.5	Evaluate the impact of media in framing peace-building initiatives.	6
CO2	Q.6	Enumerate the ethical considerations in media coverage related to conflict and peace.	6
	Q.7	Examine the portrayal of conflict in contemporary media and its effects on public opinion.	10
CO2	Q.8	Compare traditional and modern media approaches in covering conflicts and peace-building efforts.	10
CO3	Q.9	Assess the role of media in amplifying or challenging elitist perspectives in democracy and peace processes.	10
CO3	Q.10	Critically analyze how media narratives shape the concept of sovereignty in the context of peace and conflict.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Conflict and Peace Building** /Course code ***JMC 505*** is level **3** for the academic year 2021-22.

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Amity School of Communication
Course Handout
Course: Corporate Communication & Brand Management
Course Code : JMC 506, Credits : 03, Session : 2021-22 (Odd Sem.), Class : BAJMC. 5th Sem
Faculty Name : Dr. Adhirit Chandra Pati Tripathi

A. Introduction: This course is meant to develop strategic communication skills for corporate environments, focusing on brand management. Enhance understanding of brand identity, crisis communication, and stakeholder engagement, fostering effective corporate communication strategies and image building.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 501.1 : To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

JMC 501.2: To enable the students to integrate various functions with organizational goals and strategies.

JMC 501.3: To provide hands-on training on planning and production of brand and social campaigns.

JMC501.4 : To provide skills on various relevant software especially in media planning and production of campaigns.

JMC501.5 : Enable students to understand brand management strategies in the surrounding area.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

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Component of Evaluation	Description	Code	Weightage %
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Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25%	A	5%

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	includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

	Weightage
Module I: Introduction to Corporate Communication	**25 %**
Descriptors/Topics **Defining Corporate Communication. Why Corporate Communication is Important?, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC, Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).**	
Module II: Corporate Communication Strategies and Tools & Applications	**25%**
Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics in CC	
Module III: Brand Management	
Descriptors/Topics **The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning, Issues Influencing Brand Potential, Understanding the Branding Process and Advertising Perspective, Brand Positioning, Brand Benefits, Consumer Benefits, Brand Matrix and Media Matrix, The Evolution of Branding in Today's World, Understanding Brand Management, Various Theories and Models in Brand Management, Brand Prism Model, Perceptual Mapping, Brand Purchasing under Dissonance Reduction, Brand Name Spectrum. Digital Brand Building:** **The FLIRT Model, What is a Global Brand? How can Indian Brands become Global?,**	**25 %**
Module IV: Integrated Mass Communication and Planning	**25 %**
Descriptors/Topics **Meaning and Evaluation of IMC, Key elements &Features of IMC , Role of IMC in Marketing, Promotional Tools for IMC, IMC Planning Process, Communication Process, Traditional and Alternative Response Hierarchy Models, Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives.** **IMC and Communication Planning, IMC and Media Planning, IMC and Message Planning, IMC and Creative Concept, IMC and Message Execution, IMC and Regulation,**	

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IMC and Ethical, Social, and Legal Issues, IMC and Measuring Effectiveness	

E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- ABRAHAMS DVID: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008)
- CLIFTON RITA & JOHN SIMMONS: Brands and Branding (Profile Books Ltd. UK, 2011)
- DAVID AAKER: Brand Portfolio Strategy (Free Press, 2004)
- DAVID AAKER: Building Strong Brands (Free Press, 1995)
- ELLIOTT RICHARD: Strategic Advertising Management (NTC Business Book, USA, 2009)
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004)
- HAIG, MATT: Brand failures: Ed New New delhi: Kogan Page India, 2008)
- HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
- HALVE ANAND: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd.

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	***Defining Corporate Communication. Why Corporate Communication Is Important?,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
2	***Defining And Segmenting Stakeholders In***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam

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	Corporate Communication,			
3	***Various Kinds Of Organizational Communications, Elements Of A Corporate Communication Plan,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
4	***Trade Media And Its Relevance In CC, Media (Press Kits,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
5	***Developing Media Linkages,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
6	***Press Releases-Announcements,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
7	***Trend Press Releases,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
8	***Feature Study Releases,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
9	***Major Announcements,***	Lecture	BAJMC501.1	Mid Term-1, Quiz & End Sem Exam
10	***Corporate Communication Strategies And Tools & Applications:***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
11	***Crisis Communication, Corporate Image Management, Corporate Identity,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
12	***Events, Sponsorships, Trade Shows, Corporate Advertising,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
13	***CC/PR In Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets And Communication,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam

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14	***Investor Relations, Corporate Governance, Public Affairs/Government Relations/Advocacy/ Lobbying/, Case Studies, Laws & Ethics In CC***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
15	***Public Affairs/Government Relations***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
16	***/Advocacy/ Lobbying/,***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
17	***Case Studies, Laws & Ethics In CC***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
18	***Laws & Ethics In CC***	Lecture	BAJMC501.2	Mid Term-1, Quiz & End Sem Exam
19	***Brand Management: The Concept Of A Brand,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
20	***Characteristics Of Brands (Generic, Expected, Augmented, Potential),***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
21	***The Importance Of Brand Planning, Issues Influencing Brand Potential,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
22	***Understanding The Branding Process And Advertising Perspective,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
23	***Brand Positioning, Brand Benefits,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
24	***Consumer Benefits, Brand Matrix And Media Matrix, The Evolution Of Branding In Today's World,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
25	***Understanding Brand Management, Digital Brand Building: The FLIRT Model,***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam

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26	***What Is A Global Brand?***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
27	***How Can Indian Brands Become Global?***	Lecture	BAJMC501.3	Mid Term-1, Quiz & End Sem Exam
28	***Product Research— Important Tools And Analysis, Brand Anatomy,***	Lecture	BAJMC501.4	Mid Term-1, Quiz & End Sem Exam
29	***Strategy And Structure, Brand-Positioning, Personality, Image,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
30	***Brand Extensions-Advantages & Pitfalls, Brand Architecture,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
31	***How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem And***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
32	***The Integration Of Digital Channels, Brand Audit – Inventory And Exploratory And Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
33	***The Making Of Indian & Global Brands,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam

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34	***Leveraging Secondary Brand Associations***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
35	***To Build Brand Equity,***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam
36	***Various Case Studies***	Lecture	BAJMC501.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
BAJMC501.1	To provide basic and emerging concepts and principles in relation to better	3	3	1	3	1				2		2	1			

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	decision making in Corporate Communication and Brand Management															
BAJMC501.2	To enable the students to integrate various functions with organizational goals and strategies.	3	2	2	2	2				2		1	1			
BAJMC501.3	To provide hands-on training on planning and production of brand and social campaigns.	3	2	2	2	2				3		3	1			
BAJMC501.4	To provide skills on various relevant software especially in media planning and production of campaigns.	3	3	2	3	2				1		2	1			
BAJMC501.5	Enable students to understand brand management strategies in the surroun	2	2	1	2	3				2		2	1			

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	ding area.															

Sample Question Paper

Amity School of Communication MID-SEMESTER(SEM–5) 2021-22						
Class: BAJMC-5th Semester						
Subject Name: Corporate Communication & Brand Management BAJMC 501		Time: 1.5 Hrs		Max.Marks:30		
Levels of questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management
CO2: To enable the students to integrate various functions with organizational goals and strategies.

COs	Question No.	Question	Marks
CO1	Q.1	What are different types of stakeholder in an organization?	3
CO1	Q.2a	What is corporate identity? Write down the difference between logo, identity and image?	3
	Q.2 b	State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity	3
CO2	Q.3	Explain the term perceptual mapping.	6
CO2	Q.4	Write down the tools that are used for market research	3
	Q.5a	"New media technology has made advertisement messages	3

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CO3		more effective". Explain	
	Q.5 b	What the different features of crisis.	3
CO3	Q6	Elaborate crisis management? Cite few types of crisis that can emerge in an organization.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communication & Brand Management** /Course code ***BJM 506*** is level **3** for the academic year 2021-22.

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Course Handout
Digital skills for Media V
Course Code : JMC 507, Crédits : 2 Session : 2021-2022, Class : BAJMC Vth Semeter
Faculty Name :Sanjay Singh Sikarwar

A. Introduction: Website design today is more visual and streamlined than ever before. It is also more complicated and strategic from a design and optimization standpoint. Essentially, we build websites that are created to look like we didn't design them too much. We work hard to make it look simple. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web design standards and why they're important, and learn to create and manipulate images.

B. **Course Outcomes:** At the end of the course, students will be able to:

JMC 507.1. understand the concepts of Web designing and web portals.
JMC 507.2. Analyze various websites and their structure.
JMC 507.3. Identify, implement and evolve conceptual understanding of the web designing.
JMC 507.4. Evaluate the different technologies such as HTML & CSS..
JMC 507.5. Enable students to understand terminologies & algorithm.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus:

	Weightage
Module I: Web Designing Principles Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept, Why create a web site, Web Standards, Audience requirement.	**25 %**
Module II: Introduction to HTML What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls	**25%**
Module III: Introduction to Cascading Style Sheets Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), CSS Color, Creating page Layout and Site Designs.	**30%**
Module IV: Web Publishing or Hosting Creating the Web Site, Saving the site, Working on the web site, Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites	**20 %**

E. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. **Suggested Text/Reference Books:**

Kogent Learning Solutions Inc., HTML 5 in simple steps Dreamtech Press

A beginner's guide to HTML NCSA,14th May,2003

Murray,Tom/Lynchburg Creating a Web Page and Web Site College,2002

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Murray,Tom/Lynchburg Creating a Web Page and Web Site College,2002

Reference Books

Web Designing & Architecture-Educational Technology Centre University of Buffalo

Steven M. Schafer HTML, XHTML, and CSS Bible, 5ed Wiley India

John Duckett Beginning HTML, XHTML, CSS, and JavaScript Wiley India

Ian Pouncey, Richard York Beginning CSS: Cascading Style Sheets for Web Design Wiley India

Kogent Learning Web Technologies: HTML, Javascript Wiley India

Kogent Learning Solutions Inc. HTML 5 in simple steps Dreamtech Press

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
2	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
3	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept,	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam

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	Why Create A Web Site, Web Standards, Audience			
4	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
5	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.1	Mid Term-1, Quiz & End Sem Exam
6	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
7	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
8	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam

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	Layout, Design Concept, Why Create A Web Site, Web Standards, Audience			
9	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
10	Basic Principles Involved In Developing A Web Site, Planning Process, Five Golden Rules Of Web Designing, Designing Navigation Bar, Page Design, Home Page Layout, Design Concept, Why Create A Web Site, Web Standards, Audience	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
11	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
12	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia,	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam

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	Working With Forms And Controls			
13	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
14	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
15	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.2	Mid Term-1, Quiz & End Sem Exam
16	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags,	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam

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	Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls			
17	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
18	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And ControlsWhat Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam

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	Multimedia, Working With Forms And Controls			
19	What Is HTML, HTML Documents, Basic Structure Of An HTML Document, Creating An HTML Document, Mark Up Tags, Heading-Paragraphs, Line Breaks, HTML Tags, Introduction To Elements Of HTML, Working With Text, Working With Lists, Tables And Frames, Working With Hyperlinks, Images And Multimedia, Working With Forms And Controls	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
20	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Mid Term-1, Quiz & End Sem Exam
21	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam

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	Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
22	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
23	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
24	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class,	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam

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	Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
25	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.3	Presentation, Quiz & End Sem Exam
26	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam

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27	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
28	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
29	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning,	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam

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	Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs			
30	Concept Of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working With Block Elements And Objects, Working With Lists And Tables, CSS Id And Class, Box Model (Introduction, Border Properties, Padding Properties, Margin Properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo Class, Navigation Bar, Image Sprites, Attribute Sector), CSS Color, Creating Page Layout And Site Designs	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
31	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
32	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
33	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.4	Presentation, Quiz & End Sem Exam
34	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam

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35	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam
36	Creating The Web Site, Saving The Site, Working On The Web Site, Creating Web Site Structure, Creating Titles For Web Pages, Themes-Publishing Web Sites	Lecture	JMC507.5	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
JMC507.1	Define the principle of Web page design	**1**	**-**	**-**	**-**	**2**	**3**	**2**	**-**	**-**	**2**
JMC507.2	Define the basics in web design & Visualize the basic concept of HTML.	**1**	**-**	**2**	**-**	**1**	**2**	**3**	**-**	**-**	**2**
JMC507.3	Recognize the elements of HTML. Introduce basics concept	**1**	**-**	**2**	**-**	**1**	**2**	**2**	**-**	**-**	**2**

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	of CSS.										
JMC507.4	Develop the concept of web publishing	**1**	**-**	**2**	**-**	**1**	**2**	**2**	**-**	**-**	**3**

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 507.1	understand the concepts of Web designing and web portals.	3	3	1	3	1				2		2	1			
JMC 507.2	Analyze various websites and their structure.	3	2	2	2	2				2		1	1			
JMC 507.3	Identify, implement and evolve conceptual understanding of the web designing.	3	2	2	2	2				3		3	1			
JMC 507.4	Evaluate the different technologies such as HTML & CSS..	3	3	2	3	2				1		2	1			

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JMC 507.5	Enable students to understand terminologies & algorithm.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of communication 2021-22						
Class: BAJMC Digital skills for Media V Vth sem						
Subject Name: Digital skills for media V		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	QuestionMapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	
The student will be able to CO1: Define the principle of Web page design.CO2: Define the basics in web design & Visualize the basic concept of HTML.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What is HTML? Why it is markup language	3
CO1	Q.2a	What is Hyperlink? Also write the complete tag used to give a hyperlink on a HTML Page?	3
	Q.2b	What do you understand web browsers? Explain any 2 web browsers	3
CO2	Q.3	Explain the role of design for any website	6
CO2	Q.4	Why SEO is important for any website?	3
CO2	Q.5a	What is Home page in website? Why it is Important?	3
	Q.5b	What do you understand web browsers? Explain any 2 web browsers	3
CO2	Q6	What are the tags? Name 10 different tags.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Digital Skills for Media V***/Course code ***JMC 507*** is level **3** for the academic year 2021-22.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : SHORT FILM AND DOCUMENTRY PRODUCTION
Course Code : JMC 508, Crédits : 02 (p), Session : 2021-22 (Odd Sem.), Class : BA (J&MC) V Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
JMC508.1. In this course students will understand the Pre Production.
JMC508.2. In this course students will understand the Production.
JMC508.3. In this course students will understand the Post Production.
JMC508.4. They will be introduced to the concepts of Final Production
JMC508.5. Understand the Production Process

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

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PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%

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Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Pre Production	**30%**
• Script Development • Script writing • Pilot Script	
Module II Production	**40%**
• Camera • Lighting • Od shoot • Studio Floor	
Module III Post Production	**30%**
• Post Production • Software	

E. Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction

- Dewdney Andrew & Ride Peter. The New Media Handbook

G. Practical Plan

Prectic	**Topics**	**Mode of Delivery**	**Correspo nding CO**	**Mode of Assessing**

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al				CO
1	Pre Production	Practical	JMC508.1	Project & Viva
2	Pre Production	Practical	JMC508.1	Project & Viva
3	Pre Production	Practical	JMC508.1	Project & Viva
4	Pre Production	Practical	JMC508.1	Project & Viva
5	Pre Production	Practical	JMC508.1	Project & Viva
6	Pre Production	Practical	JMC508.1	Project & Viva
7	Pre Production	Practical	JMC508.1	Project & Viva
8	Pre Production	Practical	JMC508.1	Project & Viva
9	Pre Production	Practical	JMC508.2	Project & Viva
10	Pre Production	Practical	JMC508.2	Project & Viva
11	Pre Production	Practical	JMC508.2	Project & Viva
12	Pre Production	Practical	JMC508.2	Project & Viva
13	Production	Practical	JMC508.2	Project & Viva
14	Production	Practical	JMC508.2	Project & Viva
15	Production	Practical	JMC508.2	Project & Viva
16	Production	Practical	JMC508.2	Project & Viva
17	Production	Practical	JMC508.2	Project & Viva
18	Production	Practical	JMC508.3	Project & Viva
19	Production	Practical	JMC508.3	Project & Viva
20	Production	Practical	JMC508.3	Project & Viva
21	Production	Practical	JMC508.3	Project & Viva
22	Production	Practical	JMC508.3	Project & Viva
23	Production	Practical	JMC508.3	Project & Viva

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24	Production	Practical	JMC508.3	Project & Viva
25	Post Production	Practical	JMC508.3	Project & Viva
26	Post Production	Practical	JMC508.3	Project & Viva
27	Post Production	Practical	JMC508.3	Project & Viva
28	Post Production	Practical	JMC508.3	Project & Viva
29	Post Production	Practical	JMC508.3	Project & Viva
30	Post Production	Practical	JMC508.3	Project & Viva
31	Post Production	Practical	JMC508.4	Project & Viva
32	Post Production	Practical	JMC508.4	Project & Viva
33	Post Production	Practical	JMC508.4	Project & Viva
34	Post Production	Practical	JMC508.5	Project & Viva
35	Post Production	Practical	JMC508.5	Project & Viva
36	Post Production	Practical	JMC508.5	Project & Viva
37	Post Production	Practical	JMC508.5	Project & Viva
38	Post Production	Practical	JMC508.5	Project & Viva
39	Post Production	Practical	JMC508.5	Project & Viva
40	Post Production	Practical	JMC508.5	Project & Viva
41	Post Production	Practical	JMC508.5	Project & Viva
42	Post Production	Practical	JMC508.5	Project & Viva
43	Post Production	Practical	JMC508.5	Project & Viva
44	Post Production	Practical	JMC508.5	Project & Viva
45	Post Production	Practical	JMC508.5	Project & Viva
46	Post Production	Practical	JMC508.5	Project & Viva
47	Post Production	Practical	JMC508.5	Project & Viva

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48	Post Production	Practical	JMC508.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 404.1	In this course students will understand the Pre Production.	3	3	1	3	1	2	2	1	2	2	3	2	**1**	**3**	**2**
JMC 404.2	In this course students will understand the Production.	3	2	2	2	-	1	2	3	2	3	2	1	**2**	**1**	**3**
JMC 404.3	In this course students will understand the Post Production.	3	2	2	2	2	2	2	3	3	3	1	3	**3**	**2**	**1**
JMC 404.4	They will be introduced to the concepts of Final Production	1	2	2	1	3	3	1	2	2	1	1		**2**	**3**	**1**
JMC 404.5	Understand Production Process	3	1	3	3	1	1	2	2	2	2	3		**2**	**1**	**3**

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **SHORT FILM AND DOCUMENTRY PRODUCTION** /Course code ***JMC 508*** is level 2 for the academic year 2021-22.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

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Course Handout
Course Name : Media & Society
Course Code : JMC 601 **Crédits :** 03, **Session :** 2021-22 (Even Sem.), **Class :** BA (J&MC). 6th Semester
Faculty Name : Siddharth Sharma

Introduction: The course will promote an understanding of the relationship between society and mass media system, through a review of the links between mass media development and social change. Media and Society examines the role of the media in contemporary society and analyses representations of the world found in advertisements, film, television, photographs, and language. The course is focused up on the presentation of theoretical approaches with examples, definitions, issues, questions, and explanations to aid students' understanding.

Course Outcomes: At the end of the course, students will be able to:

1. JMC 601.1: To explore the functions of mass media on society.
2. JMC 601.2: To explore the functions of mass media on culture.
3. JMC 601.3: To Understand the concept of media in relation to its society.
4. JMC 601.4: To study the interrelationship between media content and media audiences.
5. JMC 601.5: To critically examine the role and influence of different media in society.

Program Educational Outcome

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

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PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from inter – personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.

[PO.4]. Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Innovative and Entrepreneurship Enhancement: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research-related skills: Developing a keen sense of observation, ability to question, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

[PO.11]. Environmental awareness and action: Coverage of environmental issues by Mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biodiversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.

[PO.12]. Multicultural competence and inclusive spirit: Capability to effectively engage in a multicultural group/society by acquiring knowledge about the values and beliefs of multiple cultures by adopting gender sensitivity and gender-neutral approach along with empathy for the less advantaged and the differently abled including those with learning disabilities.

Program Specific Outcomes

[PSO.1]. Proficiency in Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects across various domains, including TV, Radio, Print, Digital media, and films. Employ diverse methods to gather essential information and adeptly design, execute, and manage media projects.

[PSO.2]. Data Visualization and Storytelling: Apply a comprehensive understanding of Journalism and Mass Communication to undertake research, analyze data, and proficiently visualize and interpret findings. Utilize this knowledge to craft compelling narratives on a wide range of issues.

[PSO.3]. Skilful Creative Expression and Writing: Exhibit the capacity to generate impactful and creative communication content. Produce articles, features, reports, and other creative pieces tailored for transmedia platforms such as print, digital, and audio-visual mediums. Employ refined reporting, editing, and design skills in the process.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: History And Culture of India

Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.

Module II: Mass Media & Audience

Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media on Individual, Society and Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature and Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories of Audience-Uses And Gratification Uses And Effects Etc.

Module III: Mass Media As Text

Media As Text.: Approaches to Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media and Popular Culture-Commodities, Culture and Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation of Popular Culture.

Module IV: Media As Consciousness Industry

Social Construction of Reality by Media. Rhetoric Of the Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience as Readers, Audience Positioning, Establishing Critical Autonomy

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

Suggested Text/Reference Books:

1. Henry Jenkins, Sam Ford & Joshua Green, Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013
2. Hasan, Seema, Mass Communication: Principles and Concepts, CBS Publisher, 2010.
3. Data, K B, Mass Media and Society: Issues and Challenges, Akansha, 2007
4. R.W. Brislin, Understanding Culture's Influence on Behavior, Harcourt College Publishers8. HARIDAS M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011)
5. Kosambi, D.D, The Culture and Civilization of Ancient India in Historical Outline, Vikas Publishing House Pvt Ltd, Delhi, 2001.
6. Gupta, Dipankar (ed.), Social Stratification; Oxford University Press, Delhi, 1993.
7. Srinivas M.N., Dube, Leela, Ed.; Caste: Its Twentieth Century Avataar, Penguin Books

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8. Agnes, Flavia, 'Transgressing Boundaries of Gender and Identity', Economic and Political Weekly, September 7, 2002.

A. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
2	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
3	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
4	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
5	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Media On Culture; Media And Cultural Imperialism.			
6	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
7	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
8	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
9	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
10	Early History Of India, Medieval History Of India, Advent Of European Invasion, Characteristics Of Indian Culture, Unity In Diversity Race, Colour, Language, Customs, Effects Of Mass Media On Culture; Media And Cultural Imperialism.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
11	Why Study Media? Understanding Mass Media.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
12	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
13	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc,	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
14	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
15	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
16	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam

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	Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
17	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.1	Mid Term-1, Quiz & End Sem Exam
18	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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	Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.			
19	Brand Management: The Concept Of A Brand,	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
20	Why Study Media? Understanding Mass Media. Characteristics Of Mass Media. Effects Of Mass Media On Individual, Society And Culture-Basic Issues. Power Of Mass Media. Media In Indian Society. Definition, Nature And Scope. Function Of Mass Media, Media Audience Analysis (Mass, Segmentation, Product Etc, Social Uses). Audience Making. Active Vs Passive Audience: Some Theories Of Audience-Uses And Gratification Uses And Effects Etc.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
21	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
22	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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	Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.			
23	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
24	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
25	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology,	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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	Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.			
26	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
27	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam

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28	Media As Text.: Approaches To Media Analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media And Realism (Class, Gender, Race, Age, Minorities, Children Etc.), Media And Popular Culture-Commodities, Culture And Sub-Culture, Popular Texts, Popular Discrimination, Politics Popular Culture, Popular Culture Vs People's Culture, Celebrity Industry-Personality As Brand Name, Hero-Worship Etc. Acquisition And Transformation Of Popular Culture.	Lecture	JMC601.2	Mid Term-1, Quiz & End Sem Exam
29	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
30	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
31	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
32	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam

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	Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy			
33	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
34	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
35	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam
36	Social Construction Of Reality By Media. Rhetoric Of The Image, Narrative Etc. Media Myths (Representation, Stereotypes Etc.) - Cultural Studies Approach To Media, Audience As Textual Determinant, Audience As Readers, Audience Positioning, Establishing Critical Autonomy	Lecture	JMC601.2	Presentation, Quiz & End Sem Exam

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B. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT				CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	PSO 1	PSO 2	PSO 3
JMC601.1	To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management	-	3	2	3	-	1	-	3	-			-	
JMC601.2	To enable the students to integrate various functions with organizational goals and strategies.	-	-	1	2	3	3	2	1	-			-	
JMC 601.3	To Understand the concept of media in relation to its society	-	-	1	2	3	3	2	1	-			-	
JMC 601.4	To study the interrelationship between media content and media audiences.	-	-	1	2	3	3	2	1	-			-	
JMC 601.5	To critically examine the role and influence of different media in society	-	-	1	2	3	3	2	1	-			-	

Sample Question Paper

Amity School of Communication
MID-SEMESTER(SEM–6) 2021-22

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Class: JMC-6th Semester						
Subject Name: Media & Society JMC 601		Time:2 Hrs			Max.Marks:30	
Levels of the questions as per Blooms-Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to

CO1: To provide basic and emerging concepts and principles in relation to better decision making in Corporate Communication and Brand Management

CO2: To enable the students to integrate various functions with organizational goals and strategies.

CO Map	Question No.	Question	Marks
CO1	Q.1	*What are different types of stakeholders in an organization?*	3
CO1	Q.2a	*What is corporate identity? Write down the difference between logo, identity and image?*	3
	Q.2b	*State the rules in India regarding CSR activity in India. Give few examples of Indian brands and state their CSR activity*	3
CO1	Q.3	*Explain the term perceptual mapping.*	6
CO2	Q.4	*Write down the tools that are used for market research*	3
CO2	Q.5a	*"New media technology has made advertisement messages more effective". Explain*	3
	Q.5b	*What the different features of crisis.*	3
CO2	Q6	*Elaborate crisis management? Cite few types of crisis that can emerge in an organization.*	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level2
Level	3	IF 80% of students secure more than 60% marks then level3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media and Society /Course code JMC 601 is level 3 for the academic year 2021-22.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course: Theories of Communication
Course Code : JMC 111, Crédits : 03, Session: 2020-2021 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name: Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with the understanding of communication process and different theories of mass communication.

B. Course Outcomes: At the end of the course, students will be able to:

- **JMC111.1**. Understand the communication process.
- **JMC111**.2: Understand different school of thoughts for communication
- **JMC111.3**. Learn about the different models of communication.
- **JMC111.4**. Learn about the different theories of communication
- **JMC111.5:** Learn about the importance of communication in today's context

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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	Weightage (%)
Module I Understanding Communication	**20%**
Descriptors/Topics Origin, basic concepts, definition, nature, process and functions, Types of communication and their contexts Different schools of communication (Semiotics, Process)	
Module II Different Thoughts of Communication	**20%**
Descriptors/Topics Indian perspectives - Sadharanikaran and other seminal thoughts. Early European perspectives - Rhetorics, Aristotle and Sophists. Modern perspectives - Technological Determinism Media system-factors and theories (authoritarian, libertarian, socialistic, social responsibility, development)	
Module III Models of Communication	**20%**
Descriptors/Topics Linear Models (Laswell, Shannon-Weaver, Berlo's SMCR), Circular Model (Schramm- Osgood, Dance Helical Model) Triangular Model (Newcomb's ABX Model), Gerbner Model, Westley & Maclean's Model, Jacobson Model	
Module IV Theories of Mass Communication	**40%**
Descriptors/Topics Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory, Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach, Agenda setting theory, Dependency Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention), Cultivation Theory, Dependency Theory, Critical Cultural Theory, Reinforcement Theory, Social Cognitive Theory, Social Network Theory, Spiral of Silence	

D. Syllabus

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II.

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Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980
- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
2	Origin, Basic Concepts, Definition, Nature, Process and Functions	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
3	Types of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
4	Different Schools of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
5	Semiotics, Process	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
6	Different Thoughts of Communication	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
7	Indian Perspectives - Sadharanikaran	Lecture	JMC 111.1	Mid Term-1, Quiz & End Sem Exam
8	Other Seminal Thoughts	Lecture	JMC 111.1	Mid Term-1, Quiz & End

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				Sem Exam
9	Early European Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
10	Rhetoric	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
11	Aristotle	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
12	Sophists	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
13	Modern Perspectives	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
14	Technological Determinism	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
15	Media System	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
16	Factors and Theories	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
17	Authoritarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
18	Libertarian	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
19	Socialistic	Lecture	JMC 111.2	Mid Term-1, Quiz & End Sem Exam
20	Social Responsibility	Lecture	JMC 111.3	Mid Term-1, Quiz & End Sem Exam
21	Development Theory	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
22	Models of Communication	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
23	Linear Models- Laswell	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam

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24	Linear Models- Shannon-Weaver	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
25	Linear Models- Barlow's Scar	Lecture	JMC 111.3	Mid Term-2, Quiz & End Sem Exam
26	Circular Model- Schramm-Osgood	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
27	Circular Model- Dance Helical Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
28	Triangular Model- Newcomb's Abx Model	Lecture	JMC 111.4	Mid Term-2, Quiz & End Sem Exam
29	Gerbner Model	Lecture	JMC 111.4	Quiz & End Sem Exam
30	Westley & Maclean's Model	Lecture	JMC 111.5	Quiz & End Sem Exam
31	Jacobson Model	Lecture	JMC 111.5	Quiz & End Sem Exam
32	Theories of Mass Communication: Magic Bullet Theory, Propaganda Theory, Two Step Flow Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
33	Persuasion Theory, Limited Effects Theory, Play Theory, Uses and Gratifications Approach	Lecture	JMC 111.5	Quiz & End Sem Exam
34	Theory, Dissonance Theory (Selective Perception, Selective Exposure, Selective Retention)	Lecture	JMC 111.5	Quiz & End Sem Exam
35	, Dependency Theory, Critical Cultural Theory	Lecture	JMC 111.5	Quiz & End Sem Exam
36	Spiral of Silence	Lecture	JMC 111.5	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 111.1	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	-	-	**1**
JMC 111.2	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
JMC 111.3	Learn about the different models of communication..	2	1	1	2	-	-	-	-	-	1	-	-	**1**
JMC 111.4	Learn about the different theories of communication	1	2	2	2	-	-	-	-	-	1	-	-	**1**
JMC 111.5	Learn about the importance of communication in today's context	2	1	1	2	-	-	-	-	-	1	-	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2020-2021						
Class: MA(J&MC) I Semester						
Subject Name: JMC111 THEORIES OF COMMUNICATION		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Taxonomy						
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6

Student will be able to
CO1: Understand the communication process
CO2: Learn about different Models and Theories of Communication

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain different types of communication.	3
CO1	Q.2a	Write about the origin and nature of communication.	3
	Q.2b	What are the basic functions of communication?	3
CO1	Q.3	Define sadharanikaran with suitable example.	6
CO2	Q.4	Discuss Laswell model of communication.	3
CO2	Q.5a	Explain Newcomb's ABX Model of Communication.	3
	Q.5b	Explain Two Step Flow Theory.	3
CO2	Q 6	Explain Spiral of Silence with suitable example.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Theories of Communication** /Course code ***JMC 111*** is **level 1 for** the academic year 2020-2021.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Basics of Print Journalism
Course Code : JMC 112. Crédits : 3, Session : 2020-2021 (ODD), Class MAJMC 1st Semester
Faculty Name : Ashish Sharma

A. **Introduction:** In the Basics of Print Journalism course, the objective is to familiarise future media analysts and current affairs professionals with crucial skills in critical analysis, statistical methods, and data interpretation. The aim is to establish a robust understanding of intermediate to advanced analytical concepts, enabling students to adeptly navigate the intricacies of media analysis and stay well-informed about current affairs within their respective fields.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-112.1- Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports, and journalistic content
- JMC-112.2- Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.
- JMC-112.3- This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.
- JMC-112.4- The course will equip students with the capability to interpret complex data sets commonly encountered in journalism
- JMC-112.5- The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I: Media History	

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Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy, The Indian Press and Freedom Movement - Gandhi, Tilak,	**20 %**
Module II: Anatomy of News	**20 %**
News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	
Module III: News Gathering	**30 %**
Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,) General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc. Reporting for News Agency, Periodicals and Magazines.	
Module IV: Editing & Layout Planning	
Editing Symbols, Editing Desk, (Editor, News Editor, Chief Sub-Editor, Sub- Editor, Proof Reading, Typography, Headline, Photo Selection and Editing - Page Planning and Layout - Importance of Editorial Policies.	**30 %**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises.

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*.
- Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C. Brown Co.
- Publications, USA.
- Parthasarathy, Rangaswami. (1996). *Here is the News! Reporting for the Media*.
- Sterling Publishing Pt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th
- Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan
- Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

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G. Lecture Plan:

H. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
2	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
3	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
4	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
5	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
6	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
7	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
8	The Indian Press and Freedom Movement - Gandhi, Tilak	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
9	Early Efforts of News Papering in India With Special Reference to Hickey, Buckingham And Raja Ram Mohan Roy,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam
10	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	JMC 112-1	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
11	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
12	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
13	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
14	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Practical	JMC 112-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
15	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Practical	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
16	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
17	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting, Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam
18	News: Meaning, Definition, Nature, News Value (Galtung And Ruge), Basic Elements of News, Hard News Vs Soft News, Organizing the News Structure: 5 Ws & I H, Inverted Pyramid Writing A Lead, Beat Reporting,	Lecture	JMC 112-2	Mid Term-1, Quiz & End Sem Exam

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	Deciding the News Angle (Understanding the Audience) Use of Archives, Sources of News, Use of Internet			
19	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-1, Quiz & End Sem Exam
20	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	JMC 112.3	Mid Term-1, Quiz & End Sem Exam
21	Reporting for News Agency, Periodicals and Magazines	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
22	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
23	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
24	Reporting for News Agency, Periodicals and Magazines	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
25	Reporting: Various Types of Reporting (Objective, Interpretative, Investigative,)	Lecture	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
26	General Assignment Reporting/Working on A Beat: Political: (Special Problems Related to Political Beats), Crime, Health, Sports, Education, Science, Etc.	Practical	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
27	Reporting for News Agency, Periodicals and Magazines	Practical	JMC 112.3	Mid Term-2, Quiz & End Sem Exam
28	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
29	oof Reading, Typography, eadline, Photo Selection and	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem

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	liting - Page Planning and Layout - portance of Editorial Policies.			Exam
30	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
31	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
32	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
33	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.4	Mid Term-2, Quiz & End Sem Exam
34	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Practical	JMC 112.5	Mid Term-2, Quiz & End Sem Exam
35	oof Reading, Typography, eadline, Photo Selection and liting - Page Planning and Layout - portance of Editorial Policies.	Practical	JMC 112.5	Mid Term-2, Quiz & End Sem Exam
36	liting Symbols, Editing Desk, ditor, News Editor, Chief Sub-litor, Sub- Editor,	Theory	JMC 112.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 112.1	Basics of Print Journalism course will develop advanced critical analysis skills, allowing them to evaluate news articles, reports,	3	3	1	3	1				2		**3**	**2**	**1**

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	and journalistic content													
JMC 112.2	Participants will acquire a solid foundation in statistical methods relevant to journalism, enabling them to interpret and present data effectively in their reporting.	3	2	2	2	2				2		**2**	**3**	**3**
JMC 112.3	This skill set will empower them to engage critically with diverse media sources and contribute to a more comprehensive understanding of current affairs.	3	2	2	2	2				3		**3**	**3**	**3**
JMC 112.4	The course will equip students with the capability to interpret complex data sets commonly encountered in journalism	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 112.5	The course aims to ensure that participants are proficient in staying abreast of current affairs within their specific disciplines	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2020-2021						
Class: MAJMC.I Semester						
Subject Name: JMC-112 BASICS OF PRINT JOURNALISM		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of the inverted pyramid style in print journalism, and how does it impact the way news stories are structured?.	3
CO1	Q.2a	How can journalists effectively balance the principles of accuracy and speed in reporting breaking news, especially in the age of digital media?	3
	Q.2b	Discuss the role of fact-checking in print journalism. Why is it crucial, and what are some common challenges journalists face in ensuring accuracy in their reporting?	3
CO1	Q.3	Explain the concept of objectivity in journalism. How can journalists strive to maintain objectivity in their reporting, and what challenges may arise in achieving this goal?	6
CO2	Q.4	In what ways do headlines and captions contribute to the overall impact of a print news article? How can journalists craft compelling and informative headlines that accurately represent the content?	3
CO2	Q.5a	What are the key elements of a well-structured news article, and how do they contribute to effective storytelling in print journalism?	3
	Q.5b	Describe the ethical considerations that journalists must navigate when reporting on sensitive topics. Provide examples	3

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		of how these considerations might influence decision-making in newsrooms.	
CO2	Q 6	How does the inverted pyramid style of writing benefit print journalism, and what types of news stories are best suited for this format?.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Print Journalism /Course code ***JMC-112*** is level **2** for the academic year 2020-2021.

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Course Handout
Course Name : Media Designing
Course Code : JMC 113, Credits: 3 Session : 2020-2021 Class : MA J&MC I
Faculty Name : Sanjay Sikarwar

A. Introduction: "Media Designing" introduces students to the creative world of visual communication, covering essential design principles and tools. This course equips participants with the skills to craft compelling and visually impactful media content across various platforms.

B. Course Outcomes: At the end of the course, students will be able to:

JMC 113.1 Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.

JMC 113.2 Help students to practice meaning and artistic qualities of graphic design, how to work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.

JMC 113.3 Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.

JMC 113.4 Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.

JMC 113.5 Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Basics of Design	**30%**
Descriptors/Topics Introduction of Design software, basic need, importance, impact, future. Design element, Design Principles. Application of design elements and	

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Principles. Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc). Different image file formats, after creating graphic files. Color Modes, File Formats, Image resolution etc. Choice and usage of images and colors in advertisements.	
Module II Typography	**25%**
Descriptors/Topics History of fonts, Sizes of fonts, (Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font	
Module III Designing Software	**45%**
Descriptors/Topics Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress), Creation of Advertisements, Importation and Movement of Copy and Images, Vector And Raster Graphics, Use Of Text Wrap, Anchored Graphics And Rules, Various Palettes, Master Pages, Templates etc. Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation. Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design. Difference between Newspaper & Magazine layouts Creating layouts for Fashion feature or Business articles or News pages	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Sarkar, N.N-.Art and production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design

References

- YouTube Tutorials
- InDesign Website
- Adobe Website

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction of Design software	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
2	basic need, importance, impact	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
3	Design element,	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
4	Design Principles.	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
5	Application of design elements and Principles	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
6	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
7	Examples of design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
8	Different image file formats, after creating graphic files.	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
9	Color Modes, File Formats	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
10	Image resolution etc	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 113.3	Mid Term-1, Quiz & End Sem Exam
12	Choice and usage of images and colors in advertisements	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
13	History of fonts	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
14	Sizes of fonts	Lecture	JMC 113.3	Mid Term-1,

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				Quiz & End Sem Exam
15	digital typesetting	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
16	editing, creation of headlines using appropriate font	Lecture	JMC 113.4	Mid Term-1, Quiz & End Sem Exam
17	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	JMC 113.1	Mid Term-1, Quiz & End Sem Exam
18	Graphics Design Packages (e.g. Adobe Illustrator, InDesign, Quark Xpress),	Lecture	JMC 113.3	Mid Term-1, Quiz & End Sem Exam
19	Creation of Advertisements	Lecture	JMC 113.4	Mid Term-1, Quiz & End Sem Exam
20	Importation and Movement of Copy and Images	Lecture	JMC 113.2	Mid Term-1, Quiz & End Sem Exam
21	Vector And Raster Graphics,	Lecture	JMC 113.1	Mid Term-2, Quiz & End Sem Exam
22	Use Of Text Wrap	Lecture	JMC 113.3	Mid Term-2, Quiz & End Sem Exam
23	Anchored Graphics And Rules	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
24	Various Palettes	Lecture	JMC 113.3	Mid Term-2, Quiz & End Sem Exam
25	Master Pages	Lecture	JMC 113.2	Mid Term-2, Quiz & End Sem Exam
26	Templates	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
27	Corporate Identity: Usage of Types & Fonts	Lecture	JMC 113.4	Mid Term-2, Quiz & End Sem Exam
28	Color schemes	Lecture	JMC 113.5	Mid Term-2, Quiz & End Sem Exam
29	Punch line, Orientation	Lecture	JMC 113.4	Quiz & End Sem

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				Exam
30	Corporate Stationary	Lecture	JMC 113.5	Quiz & End Sem Exam
31	Logo	Lecture	JMC 113.5	Quiz & End Sem Exam
32	Letterhead design	Lecture	JMC 113.2	Quiz & End Sem Exam
33	Business Card	Lecture	JMC 113.3	Quiz & End Sem Exam
34	Envelop	Lecture	JMC 113.5	Quiz & End Sem Exam
35	Catalogues	Lecture	JMC 113.3	Quiz & End Sem Exam
36	Difference between Newspaper & Magazine layouts	Lecture	JMC 113.4	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 113.1.	Enable students to understand the basics of the computer based graphic design, which mainly using in adverting.	3	3	1	3	1				2		2	1			
JMC 113.2.	Help students to practice meaning and artistic qualities of graphic design, how to	3	2	2	2	2				2		1	1			

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	work with computers, different design software's like Adobe Illustrator, InDesign, Quark Xpress etc.															
JMC 113.3.	Enable students to strengthen them in using various software's like Adobe Illustrator, InDesign, Quark Xpress etc.	3	2	2	2	2				3		3	1			
JMC 113.4.	Develop a deep understanding of fundamental design principles, including layout, color theory, and typography.	3	3	2	3	2				1		2	1			
JMC 113.5	Apply design concepts to various media platforms, including digital, print, and social media, ensuring versatility.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2020-2021						
Class: MA J&MC Media Designing Practices I Semester						
Subject Name: **Media Designing**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is design software essential in modern graphic design?	6
CO1	Q.2	How are design elements applied to create a cohesive look in publications like magazines and posters?	6
	Q.3	Briefly explain different image file formats used after creating graphic files.	6
CO1	Q.4	Classify fonts and describe their usage in digital typesetting and headline creation.	6
CO2	Q.5	How is text generated and prepared for use in digital typesetting?	6
CO2	Q.6	How does one approach creating layouts for fashion features or business articles in graphic design?	6
	Q.7	Explain the components of corporate identity, including types, fonts, color schemes, punch lines, and orientation.	10
CO2	Q.8	Highlight key differences in layouts between newspapers and magazines.	10
CO3	Q.9	Using appropriate font, discuss the process of creating effective headlines in design.	10

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CO3	Q.10	Provide a comprehensive overview of graphics design packages like Adobe Illustrator, InDesign, and Quark Xpress. Discuss their applications and features.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Media Designing*** /Course code ***JMC 113*** is level **3** for the academic year 2020-2021.

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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : ADVERTISING PRINCIPLES AND PRACTICES
Course Code: JMC 114, Credits: 03, Session: 2020-2021 (Odd Sem.), Class: MA(J&MC). 1st Year
Faculty Name : Mr. Gaurav Chhabra

A. Introduction: The course provides a comprehensive overview of advertising from a media perspective. It talks about the evolution of advertising creating an understanding of traditional advertising and promotional tools.

B. Course Outcomes: At the end of the course, students will be able to:

JMC114.1. The course introduces the students to concepts of advertising.

JMC114.2. The course will provide them with the knowledge of Indian advertising scenario.

JMC114.3. The course is designed to make students understand the relationship between advertising and marketing.

JMC114.4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

JMC114.5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

Program Educational Objectives

PEO1-Technical and Creative Adeptness: The students will be able to become technically adept to specific fields of media, mass communication and allied fields. Their technical and creative skills will enable them to perform their work with a commitment to quality, timeliness with continuous improvement.

PEO2- Collaboration and Ethical Leadership: Become a team member in Public, Private, Corporate and Government Sector as Media person, techno managers, administrator or entrepreneurs, investigative agencies with efficient Communication and ethics.

PEO3- Professionalism and Social Contribution: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

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PEO4- Continuous Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

PEO5- Industry Impact in Communication: Mark a difference in the Advertising, Events, Public Relations, Corporate Communication, and related industries as competent, trained and qualified journalist.

PEO6- Media & Entertainment Industry Readiness: To develop the learner into competent and efficient Media & Entertainment Industry- ready professionals.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%

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End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Module I: Understanding Advertising:

Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, And Significance, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Concept of Integrated Marketing Communication (IMC)

Module II: Agency Structure and its Roles and Responsibilities:

Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)

Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems.

Module III: Account Management:

Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client Related Issues and The Process: Stages in The Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process (Agency -Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)

Module IV: Social, Legal and Ethical Aspects of Advertising:

Ethical Issues in Advertising Social Criticism of Advertising Laws in Advertising, Statutory Bodies in India, Role of AAA And ASCI and The Study of Various Codes of Conduct.

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

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- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Understanding Advertising	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
2	Concept, Nature, Definitions, Evolution and History	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
3	Role, Objectives, Functions, And Significance	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
4	Types and Classification of Advertising	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
5	Factors Determining Advertising Opportunity of a Product/Service/Idea	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
6	Types of Appeals and Advertising Messages	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
7	Concept of Integrated Marketing Communication (IMC)	Lecture	JMC 114.1	Mid Term-1, Quiz & End Sem Exam
8	Agency Structure and its Roles and Responsibilities	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam

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9	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
10	Various Functional Departments and Scope of Their Works (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR Etc.)	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
11	Ad Agency: Functions	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
12	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
13	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
14	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam

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15	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
16	Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems	Lecture	JMC 114.2	Mid Term-1, Quiz & End Sem Exam
17	Account Management	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
18	Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
19	Client Related Issues and The Process	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
20	Stages in The Client-Agency Relationship	Lecture	JMC 114.3	Mid Term-1, Quiz & End Sem Exam
21	Factors Affecting Client-Agency Relationship	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
22	The Pitching Mechanism-Simulation	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

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23	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
24	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
25	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
26	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
27	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam
28	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget,	Lecture	JMC 114.3	Mid Term-2, Quiz & End Sem Exam

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	Various Methods of Budgeting)			
29	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Quiz & End Sem Exam
30	Creative and Media Briefing Process (Agency - Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	Lecture	JMC 114.3	Quiz & End Sem Exam
31	Social, Legal and Ethical Aspects of Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
32	Ethical Issues in Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
33	Social Criticism of Advertising	Lecture	JMC 114.4	Quiz & End Sem Exam
34	Laws in Advertising ,The Study of Various Codes of Conduct	Lecture	JMC 114.4	Quiz & End Sem Exam
35	Statutory Bodies in India	Lecture	JMC 114.4	Quiz & End Sem Exam
36	Role of AAA And ASCI	Lecture	JMC 114.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC114.1	The course introduces the students to concepts of advertising.	3	2	3	3	2	2	2	2	3	3	3	3	2	1	3
JMC114.2	The course will provide them with the knowledge of Indian advertising scenario.	2	2	2	3	3	2	13	3	3	3	3	3	3	1	2
JMC114.3	The course is designed to make students understand the relationship between advertising and marketing.	3	2	3	3	3	2	3	3	3	3	3	3	3	2	1
JMC114.4	The course shall familiarize the students with the social and ethical issues concerning advertising in society.	1	3	2	3	2	2	3	3	3	3	2	3	1	2	3

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JMC114.5	The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.	1	3	2	3	2	2	3	3	3	3	2	3	3	2	1

Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

I MID-SEMESTER (SEM –I) 2020-2021

Class: MA(J&MC) I Semester

Subject Name: JMC114 ADVERTISING PRINCIPLES AND PRACTICES	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to

CO1. The course introduces the students to concepts of advertising.

CO2. The course will provide them with the knowledge of Indian advertising scenario.

CO3. The course is designed to make students understand the relationship between advertising and marketing.

CO4. The course shall familiarize the students with the social and ethical issues concerning advertising in society.

CO5. The course is designed to encourage critical thinking regarding advertising practices by analyzing the legal dimensions.

CO Map	Question No.	Question	Marks

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CO1	Q.1	Define the evolution process of advertising.	3
CO2	Q.2a	What are the objectives of advertising?	3
	Q.2b	What do you understand by appeals in advertising?	3
CO1	Q.3	Define IMC.	6
CO5	Q.4	Define the role and functions of various departments of an ad agency.	3
CO3	Q.5a	Define client pitching process.	3
	Q.5b	Define the revenue generation system in an Ad agency.	3
CO4	Q 6	Discuss about structure of In-house agencies.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **ADVERTISING PRINCIPLES AND PRACTICES /JMC 114 is level 2** for the academic year 2020-2021.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name: Aesthetics of Photography
Course Code : JMC 115. Crédits : 3, Session: 2020-2021(ODD), Class MAJMC 1st Semester
Faculty Name : Siddharth Sharma

Introduction: The Aesthetics of Photography explores the visual language and artistic principles behind compelling images. This subject delves into composition, lighting, and the emotional impact of photographs. Students will unravel the artistry within the frame, cultivating a deeper appreciation for the intersection of creativity and technical skill in the realm of photography.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-115.1- Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images.
- JMC-115.2- Through hands-on exploration, students will refine their skills in creating and editing photographic works.
- JMC-115.3- This process will elevate their visual literacy, fostering a deeper connection to the medium of photography.
- JMC-115.4- The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism.
- JMC-115.5- This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

Modules	**Weightage (%)**

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Module I Introduction to Visuals	
Human Eye and Camera. Visual Perception. The Social Definition of Photography- - The Power ofVisual Images-- Reinforcing Stereotypes with Images. Light and Colour, Qualities of Light, Characteristics of Light. Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, CreateColour Output in Both Digital and Analogy Technologies, Contrast Painting and Photography, Photography as An Art, Photography as Science (EXERCISE ON: A Comparative Study of Painting and Photography)	**20 %**
Module II Visual Perception	
Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras- Different Parts Of SLR Camera-Film & Digital Technology, Digital SLRVs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO) And Noise, Lenses – Types & Uses, Focal Length, FocalPlane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	**40 %**
Module III Principles of Visual Communication	
Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, ComposingDifferent Subjects, Perspective –Texture – Pattern- Colour-Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	**40 %**

Pedagogy for Course Delivery:

The classes will be lecturing demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the varioustechniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	Assignment	Class test	Project	Attendance	

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Weightage (%)	10%	10%	5%	5%	70 %

D. Suggested Text/Reference Books:

- Langford Michael, **Basic Photography,** Plume; 5 edition (August 26, 2003)
- Peterson, Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition (10 August 2010)

E. Lecture Plan:

F. Leture	Topics	Mode of Delivery	Correspo nding CO	Mode of Assessing CO
1	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
2	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
3	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
4	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
5	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
6	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes,	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam

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	Create Colour Output in Both Digital and Analogy Technologies, Contrast			
7	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
8	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
9	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.1	Mid Term-1, Quiz & End Sem Exam
10	Human Eye and Camera. Visual Perception. The Social Definition of Photography--The Power of Visual Images--Reinforcing Stereotypes with Images.	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
11	Light and Colour, Qualities of Light, Characteristics of Light.	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
12	Demonstration an Understanding of Colour Theory as It Pertains to Photographic Processes, Create Colour Output in Both Digital and Analogy Technologies, Contrast	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
13	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam

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	Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)			
14	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
15	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Practical	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
16	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam

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	Depth Of Field, Shutter And Motion, Film Speed (ISO)			
17	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
18	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.2	Mid Term-1, Quiz & End Sem Exam
19	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam

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20	Basics of Camera (Aperture, Shutter Speed, Focal Length, Depth of Field Etc.,) Camera Operations- Types of Camera, Types of Lenses. The Art Of Seeing, Basic Photographic Techniques – Pin Hole Camera-Types Of Cameras-Different Parts Of SLR Camera- Film & Digital Technology, Digital SLR Vs. SLR, Advantages Of Digital Photography Vs Conventional Photography, Aperture And Depth Of Field, Shutter And Motion, Film Speed (ISO)	Lecture	JMC 115.3	Mid Term-1, Quiz & End Sem Exam
21	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
22	Time of Day)	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
23	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam

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	Field, Angle of View, Exposure Compensation &			
24	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Lecture	JMC 115.3	Mid Term-2, Quiz & End Sem Exam
25	Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Lecture	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
26	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
27	Lenses – Types & Uses, Focal Length, Focal Plane & Focus,	Practical	JMC 115.4	Mid Term-2, Quiz &

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	Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &			End Sem Exam
28	T Lenses – Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation & Time of Day)	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
29	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	JMC 115.4	Mid Term-2, Quiz & End Sem Exam
30	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem

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	Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary (EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)			Exam
31	Types & Uses, Focal Length, Focal Plane & Focus, Lenses And Its Relation To Subjects, Exposure Techniques, Exposure Triangle, Different Types Of Light – Natural & Artificial, Different Lighting Techniques – Natural (Different Times Of Day), Flash - Studio Flashes - Basic Studio Lighting Techniques – Three Point Lighting (EXERCISES ON: Motion Photography, Depth of Field, Angle of View, Exposure Compensation &	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
32	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
33	Landscape –Portrait- Still Documentary	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
34	(EXERCISES ON: Texture, Pattern, Colour, Contrast, Composition)	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam
35	Rules of Composition – Portraits, Optical Centre and Geometric Centre, Rule of Thirds, Composing Different Subjects, Perspective –Texture – Pattern- Colour- Shape- Contrast-Types of Photography-	Practical	JMC 115.5	Mid Term-2, Quiz & End Sem Exam

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36	Landscape –Portrait- Still Documentary	Theory	JMC 115.5	Mid Term-2, Quiz & End Sem Exam

G. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 115.1	Students will gain proficiency in both the artistic and commercial aspects of photography, developing a nuanced understanding of how visual elements contribute to impactful images	3	3	1	3	1				2		**3**	**2**	**1**
JMC 115.2	Through hands-on exploration, students will refine their skills in creating and editing photographic works. .	3	2	2	2	2				2		**2**	**3**	**3**
JMC 115.3	This process will elevate their visual	3	2	2	2	2				3		**3**	**3**	**3**

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	literacy, fostering a deeper connection to the medium of photography													
JMC 115.4	The course covers the creation of both fictional and non-fictional images, artificial lighting techniques, digital editing processes, and the principles of photojournalism	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 115.5	This component aims to cultivate a constructive and analytical approach, fostering growth and improvement in their photographic work through feedback	3	3	2	3	2				1		**2**	**3**	**3**

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Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –I) 2020-2021						
Class: MAJMC.I Semester						
Subject Name: JMC-105 Aesthetics of Photography		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the interplay of composition, lighting, and subject contribute to the aesthetic appeal of a photograph, and how can photographers leverage these elements for creative expression?	3
CO1	Q.2a	In the realm of photography, how does the balance between artistry and commercial considerations influence the creation of compelling images, and what challenges may arise in finding this equilibrium?	3
	Q.2b	Explore the significance of digital editing in shaping the aesthetic qualities of a photograph. How can post-processing enhance or alter the visual narrative, and what ethical considerations should photographers keep in mind during this process?	3
CO1	Q.3	Discuss the role of storytelling in both fictional and non-fictional photographic works. How can photographers effectively convey narratives through their images, and what visual techniques contribute to storytelling in photography?	6
CO2	Q.4	Examine the impact of artificial lighting on the mood and atmosphere of a photograph. How can photographers skillfully use lighting techniques to evoke specific	3

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		emotions and enhance the overall aesthetic quality of their work?	
CO2	Q.5a	In the context of photojournalism, how does the pursuit of visual aesthetics intersect with the responsibility to accurately document and represent real-world events? How can photographers navigate the ethical considerations inherent in this genre of photography?	3
	Q.5b	Examine the principles of photojournalism and its unique aesthetic requirements. How can photographers ethically capture and convey news stories while maintaining a visually compelling narrative?	3
CO2	Q 6	How does the incorporation of critique, particularly through peer review, contribute to the refinement of photographic skills and artistic vision? In what ways can constructive feedback shape the development of a photographer's style and technique?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Aesthetics of Photography /Course code ***JMC-115*** is level 2 for the academic year 2020-2021.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : INTRODUCTION TO RADIO
Course Code : JMC 116, Crédits : 03, Session : 2020-2021 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the radio industry of India, as well as recognize the impact of AIR on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC116.1. The course introduces the students to concepts of Radio as a Medium.

JMC116.2. The course will provide them with the knowledge of Expansion of Radio.

JMC116.3. The course is designed to make students to understand the Broadcasting Policy.

JMC116.4 Understand the mechanics, principles, and life cycle of the Radio process.

JMC116.5. Understand the world of Radio

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Radio as a Medium	**25%**
• Strength & Weaknesses, Characteristics & Edge Over Other Media, • Types of Broadcast, AM & FM, Short Wave, Analogue & Digital, Studio, • Mike, Recording.	
Module II Expansion of Radio:	**40%**
• History of Broadcasting: Radio Came to India, • Expansion of Radio, • Development with Five-Year Plans, Diversification of Broadcast, • Education Turned Entertainment, • Commercial Attempt, 3-Tiers of Radio Broadcast, Local Reach, • Community Broadcast, Different Services.	
Module III Broadcasting Policy	**35%**
• Policies & Principles Radio's Role in Nation Building, • Public Broadcast & Commercialization, AIR Code, Commercial Code, • News Objective, Guidelines for Election Broadcast, • Privatization & Autonomy, • Prasar-Bharti, Convergence, • Relevance of Radio & Media Policy.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Chatterjee, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Report of the Working Group on Television 'software for Doordarshan Vol. I & II, Publication Division, New Delhi, 1985.
- Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart
- & Winston. NY. 1980

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- Edger E. Willis &Henary B. Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,

- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Radio as a Medium	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
2	Strength & Weaknesses	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics & Edge Over OtherMedia	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Broadcast	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
5	AM & FM	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
6	Short Wave	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
7	Analogue & Digital	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
8	Studio, Mike & Recording	Lecture	JMC 116.1	Mid Term-1, Quiz & End Sem Exam
9	Expansion of Radio	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
10	History of Broadcasting	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam

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11	Radio Came to India	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
12	Expansion of Radio	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
13	Development with Five-Year Plans	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
14	Diversification of Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
15	Education Turned Entertainment	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
16	Commercial Attempt	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
17	3-Tiers of Radio Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
18	Local Reach	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
19	Community Broadcast	Lecture	JMC 116.2	Mid Term-1, Quiz & End Sem Exam
20	Different Services	Lecture	JMC 116.3	Mid Term-1, Quiz & End Sem Exam
21	Broadcasting Policy	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
22	Policies & Principles Radio's Role in Nation Building	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
23	Policies & Principles Radio's Role in Nation Building	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
24	Public Broadcast & Commercialization	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam
25	Public Broadcast & Commercialization	Lecture	JMC 116.3	Mid Term-2, Quiz & End Sem Exam

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26	AIR Code	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
27	Commercial Code	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
28	News Objective	Lecture	JMC 116.4	Mid Term-2, Quiz & End Sem Exam
29	Guidelines for Election Broadcast	Lecture	JMC 116.4	Quiz & End Sem Exam
30	Privatization & Autonomy	Lecture	JMC 116.5	Quiz & End Sem Exam
31	Prasar-Bharti	Lecture	JMC 116.5	Quiz & End Sem Exam
32	Convergence	Lecture	JMC 116.5	Quiz & End Sem Exam
33	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
34	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
35	Relevance of Radio & Media Policy	Lecture	JMC 116.5	Quiz & End Sem Exam
36	Relevance of Radio & Media Policy	Lecture	JMC 116.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 116.1	*The course introduces the students to concepts of Radio as a Medium.*	3	3	1	3	1	2	2	1	2	2	-	-	-

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JMC 116.2	*The course will provide them with the knowledge of Expansion of Radio.*	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 116.3	The course is designed to make students to understand the Broadcasting Policy.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 116.4	Understand the mechanics, principles, and life cycle of the Radio process.	1	2	2	1	3	3	1	2	2				
JMC 116.5	*Understand the world of Radio*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2020-2021						
Class: MA(J&MC) I Semester						
Subject Name: JMC116 INTRODUCTION TO RADIO		Time: 1.5 Hrs		Max.Marks:30		
Levels of the questions as per BloomsTaxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6
Student will be able to CO1:The course introduces the students to concepts of Radio as a Medium. CO2:The course will provide them with the knowledge of Expansion of Radio.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of radio.	3
CO1	Q.2a	Define the characteristics of radio.	3
	Q.2b	What is difference between analogue and digital radio.	3

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CO1	Q.3	What are requirements for recording radio programmes.	6
CO2	Q.4	Briefly explain the history of Radio.	3
CO2	Q.5a	Define the diversification of broadcasting.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define 3-tiers of radio broadcasting.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Introduction to Radio** /Course code ***JMC 116*** is level **2** for the academic year 2020-2021.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : MASS MEDIA INDUSTRY
Course Code : JMC 117, Crédits : 03, Session : 2020-2021 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr Adhrit Chandra Pati Tripathi

A. **Introduction:** The objective of this course is to familiarize the students with the knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC117.1. The course introduces the students to concepts of Media and Entertainment.
JMC117.2. The course will provide them with the knowledge of Contemporary Practices in media industry.
JMC117.3. The course is designed to make students to understand the Culture of Media.
JMC117.4 Understand the mechanics, principles, and life cycle of the Mass Media Industry.
JMC117.5. Understand the world of Mass Media Industry with respect to global & regional scenario.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes	A	5%

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	all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Media and Entertainment(M&E)	**25%**
• Four Pillars Of M&E, Key Development: Demonetisation, • GST, National IPR Policy e.tc and Its Impact, • Evolution of Digital Consumer	
Module II Contemporary Practices:	**40%**
• Digitisation: Digital Advertising Ecosystem, The 4G Dawn, Digital News, Over The Top Video(OTT), • The New Genre- Free To Air Channels, Indian Film Industry Performances, Rise Of Biopics Etc, • Launch Of New Radio Stations And New Genres, Listenership Trend, FMisation Of The Country(Phase III Etc), Animation (In Film, Advertisement Etc), • Language Newspaper,: Penetration And Hyper Localisation, Newspaper Distribution Chain In India, • VFX In Domestic Production, • Augmented Reality Vs Virtual Reality, • Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact, UFO	
Module III Media and Culture:	**35%**
• Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, • Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, • Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc).	

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita

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- Mass Communication in India; Aggarwal, Veerbala

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	**Media and Entertainment(M&E)**	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
2	Four Pillars Of M&E	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
3	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
4	*Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer*	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
5	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
6	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
7	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
8	Key Development: Demonetisation, GST, National IPR Policy e.tc and Its Impact, Evolution of Digital Consumer	Lecture	JMC 117.1	Mid Term-1, Quiz & End Sem Exam
9	Contemporary Practices	Lecture	JMC 117.2	Mid Term-1, Quiz & End

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				Sem Exam
10	Digitisation: Digital Advertising Ecosystem	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
11	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
12	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
13	The 4G Dawn, Digital News, Over The Top Video(OTT)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
14	The New Genre- Free To Air Channels	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
15	Indian Film Industry Performances,	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
16	Rise Of Biopics	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
17	Launch Of New Radio Stations And New Genres, Listenership Trend	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
18	FMstation Of The Country(Phase III)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
19	Animation (In Film, Advertisement)	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
20	Language Newspaper,: Penetration And Hyper Localisation	Lecture	JMC 117.2	Mid Term-1, Quiz & End Sem Exam
21	Newspaper Distribution Chain In India,	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
22	VFX In Domestic Production, Augmented Reality Vs Virtual Reality	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
23	Online Streaming (Hotstar, Voot, Netflix Etc), Piracy And Its Impact	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam
24	UFO	Lecture	JMC 117.2	Mid Term-2, Quiz & End Sem Exam

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25	Media and Culture	Lecture	JMC 117.3	Mid Term-2, Quiz & End Sem Exam
26	Merger and Acquisition: Case Studies	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
27	Hegemony and Cultural Imperialism	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
28	Cultural Dependency (Dependency Paradigm)	Lecture	JMC 117.4	Mid Term-2, Quiz & End Sem Exam
29	Media Business AmidstConvergence	Lecture	JMC 117.4	Quiz & End Sem Exam
30	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.4	Quiz & End Sem Exam
31	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
32	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
33	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
34	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
35	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.5	Quiz & End Sem Exam
36	Mass Media Institutes and Organisation and School of Thoughts. (Frankfurt, Toronto, Etc)	Lecture	JMC 117.2	Quiz & End Sem Exam

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H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 117.1	The course introduces the students to concepts of Media and Entertainment.	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 117.2	The course will provide them with the knowledge of Contemporary Practices in media industry..	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 117.3	The course is designed to make students to understand the Culture of Media.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 117.4	Understand the mechanics, principles, and life cycle of the Mass Media Industry.	1	2	2	1	3	3	1	2	2				
JMC 117.5	*Understand the world of Mass Media Industry with respect to global & regional scenario.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2020-2021		
Class: MA (J&MC) I Semester		
Subject Name: JMC117 MASS MEDIA INDUSTRY	Time: 1.5 Hrs	Max.Marks:30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,2	Q.3,4,2.a	Q.3,2.b	Q.4,5.b	Q.6	Q.1

Student will be able to
CO1:The course introduces the students to concepts of Media and Entertainment.
CO2:The course will provide them with the knowledge of Contemporary Practices in media industry.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are four pillars of M&E.	3
CO1	Q.2a	Define GST	3
	Q.2b	Elaborate IPR.	3
CO1	Q.3	Define the Evolution of Digital Platforms.	6
CO2	Q.4	Define digital advertising ecosystem.	3
CO2	Q.5a	Define VFX.	3
	Q.5b	Explain the difference between AR and VR.	3
CO2	Q6	Define UFO services.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Mass Media Industry** /Course code ***JMC 117*** is level 2 for the academic year 2020-2021.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

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Course Handout
Course Name : Political Communication
Course Code : JMC 118, Crédits : 03, Session : 2020-2021 (Odd Sem.), Class : MA(J&MC). 1st Year
Faculty Name : Dr. Ashish Sharma

A. **Introduction:** A democracy's success depends upon open and direct communication between its citizens and those who govern them. Therefore, the main goal of the course is to teach students about the role of communication in informing, influencing, and legitimizing decisions in domestic politics. In the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

This course examines the interaction of media, politics, and public opinion, thus providing a survey of the field of political communication. As a result, the goal of this course is to teach students to be effective observers and participants in the public sphere. We will study political communication in all its forms, genres, and styles in Indian politics. This course examines the practices that have come to constitute political communication. Emphasis will be given to the role of political communication as it is practiced in the media.

B. **Course Outcomes**: At the end of the course, students will be able to:

JMC118.1. The course introduces the students to concepts of Political Communication as an emerging Discipline.

JMC118.2. The course will provide them with the knowledge of international dimensions of Political Communication.

JMC118.3. The course is designed to make students to understand politics and its relation to nation-building.

JMC118.4. The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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Syllabus

Module I: Political Communication as an emerging Discipline

Scope and Characteristics, Relationship of Politics with Communication. Theoretical Approaches, The Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media. Channels of Political Communication

Module II: International dimensions of Political Communication

Globalisation of Media, Transnational News, Ideological Promotion and Conflict, International Relations and Propaganda, Emergence of Third World Political Communication. Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication - International News Agencies and Syndicates, Their Organizational Structure and Functions – A Critique of Western News Values

Module III: Introduction to identity politics and its relation to nation-building

Local Assertions and Its Links to Global Assertions, Gender Issues - Country or Region-Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective; Racial Profiling, Discrimination, Xenophobia and Cross Border Migration, HDI, Development and Environmental Concerns - Conflict of Interests Between Economic and Environmental Concerns.

Module IV: UNESCO's efforts in removal of Imbalance in News flow

Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure. Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards; Information – Prompted Cultural Imperialism – Criticisms; Violence Against Media Persons - Effects of Globalization on Media Systems and Their Functions; Transnational Media Ownership and Issues of Sovereignty and Security.

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

C. Suggested Text/Reference Books:

- Thussu, Daya Kishan (2009), International Communication: A Reader
- Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
- Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
- Seator, Jean. (1998). Politics and the Media, Blackwell.
- Gunther, Richard. (2000). Democracy and the Media, Cambridge

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D. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Political Communication as an emerging Discipline	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
2	Scope and Characteristics, Relationship of Politics with Communication.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
3	Theoretical Approaches,	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
4	The Role of Media in Politics, Mediation	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
5	Political Socialization	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
6	Political Participation	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
7	Political Processes	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
8	Public Opinion, Persuasion, Public Policy, Rights and Responsibilities of The Media.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
9	Channels of Political Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
10	International dimensions of Political Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
11	Globalisation of Media	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam

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12	Transnational News	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
13	Ideological Promotion and Conflict	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
14	International Relations and Propaganda	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
15	Emergence of Third World Political Communication.	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
16	Communication as A Human Right – UNO's Universal Declaration of Human Rights and Communication	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
17	International News Agencies and Syndicates	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
18	Their Organizational Structure and Functions	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
19	A Critique of Western News Values	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
20	Introduction to identity politics and its relation to nation-building	Lecture	JMC 118	Mid Term-1, Quiz & End Sem Exam
21	Local Assertions and Its Links to Global Assertions	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
22	Gender Issues - Country or Region- Specific Gender, Race, Class and Caste Issues from A Post-Colonial Perspective	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
23	Racial Profiling	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
24	Discrimination	Lecture	JMC 118	Mid Term-2, Quiz & End

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				Sem Exam
25	Xenophobia and Cross Border Migration	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
26	HDI, Development and Environmental Concerns - Conflict of Interests	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
27	Between Economic and Environmental Concerns	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
28	UNESCO's efforts in removal of Imbalance in News flow	Lecture	JMC 118	Mid Term-2, Quiz & End Sem Exam
29	Debate on New World Information and Communication Order and New International Economic Order	Lecture	JMC 118	Quiz & End Sem Exam
30	MacBride Commission's Report – Non-Aligned News Agencies Pool – Its Working, Success, Failure.	Lecture	JMC 118	Quiz & End Sem Exam
31	Issues in International Communication – Democratization of Information Flow and Media Systems – Professional Standards	Lecture	JMC 118	Quiz & End Sem Exam
32	Information – Prompted Cultural Imperialism	Lecture	JMC 118	Quiz & End Sem Exam
33	Criticisms; Violence Against Media Persons	Lecture	JMC 118	Quiz & End Sem Exam
34	Effects of Globalization on Media Systems and Their Functions	Lecture	JMC 118	Quiz & End Sem Exam

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35	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	JMC 118	Quiz & End Sem Exam
36	Transnational Media Ownership and Issues of Sovereignty and Security	Lecture	JMC 118	Quiz & End Sem Exam

E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES											
		PO1	PO2	PO3	PO4	PO5	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 118.1	The course introduces the students to concepts of Political Communication as an emerging Discipline.	3	2	3	3	2	2	2	3	3	-	-	-
JMC 118.2	The course will provide them with the knowledge of international dimensions of Political Communication.	2	2	2	3	3	13	3	3	3	-	-	-
JMC 118.3	The course is designed to make students to understand politics and its relation to nation-building.	3	2	3	3	3	3	3	3	3	-	-	-
JMC 118.4	The course is designed to make students to understand UNESCO's efforts in removal of Imbalance in News flow.												

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –I) 2020-2021						
Class: MA(J&MC) I Semester						
Subject Name: **JMC118 POLITICAL COMMUNICATION**		**Time:1.5 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,2	Q.3,4,2. a	Q.3,2. b	Q.4,5. b	Q.6	Q.1

Student will be able to

CO1: The course introduces the students to concepts of Political Communication as an emerging Discipline.

CO2: The course will provide them with the knowledge of international dimensions of Political Communication.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the role of politics.	3
CO1	Q.2a	What is public opinion?	3
	Q.2b	Define persuasion.	3
CO1	Q.3	What are rights and responsibilities of the media.	6
CO2	Q.4	Define globalization of media.	3
CO2	Q.5a	Define UNO's universal declaration of human rights.	3
	Q.5b	Define the role of international news agencies.	3
CO2	Q 6	What is emergence of third world political communication.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Political Communication** Course code **JMC 118** is level **3** for the academic year 2020-2021.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Communication Research
Course Code : JMC 211, Credits : 3 Session : 2020-21 Class : MA J&MC II Sem
Faculty Name : Dr. Sumit Narula

A. Introduction: "Communication Research is a dynamic course designed to equip students with the essential skills and methodologies for exploring, analyzing, and understanding various aspects of communication. Through a comprehensive study of research techniques, this course empowers students to critically examine the impact, dynamics, and trends in communication processes across diverse media and contexts."

B. Course Outcomes: At the end of the course, students will be able to:

- JMC 211.1. Develop advanced skills in designing and conducting communication research across diverse media platforms.
- JMC 211.2 Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.
- JMC 211.3 Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.
- JMC 211.4 Acquire proficiency in presenting research findings through clear and impactful communication strategies.
- JMC 211.5 Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Communication Research	**20%**
Descriptors/Topics Definition, Research Methods and Approaches in Social Sciences. Mass Media Research and Scientific Methods. Importance of Communication Research – Indian Scenario. Formulation of Research Problem, Review of Literature, Hypothesis, Research Design.	
Module II – Communication Research Process	

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Descriptors/Topics Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data, Data Analysis, Finding the Results, Policy implications and conclusion. Sampling: Meaning, strategies, methods and types Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit, Sample Frame and Sample Size, Tools of Data Collection	**30%**
Module III – Statistical application	**30%**
Descriptors/Topics Statistics Applied In Research: Frequencies And Percentages; Measures Of Central Tendency: Mean, Median And Mode; Measures Of Dispersion: Range, Standard Deviation And Mean Deviation; Simple Correlation	
Module IV – Report Writing and Ethical Issues in Communication Research	**20%**
Descriptors/Topics Research Reports: Research Articles/Paper, Project Report, Dissertation and Thesis, Significance of Abstract, Proposal, Synopsis, Reference and Bibliography in Research, Ethical Issues in Research: Plagiarism, Database and Research matrix	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.

References

- Research Papers
- Research Journals
- YouTube Tutorials

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G. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Definition, Research Methods and Approaches in Social Sciences.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
2	Definition, Research Methods and Approaches in Social Sciences.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
3	Mass Media Research and Scientific Methods	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
4	Importance of Communication Research – Indian Scenario.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
5	Importance of Communication Research – Indian Scenario.	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
6	Formulation of Research Problem	Lecture	JMC 211.1	Mid Term-1, Quiz & End Sem Exam
7	Review of Literature, Hypothesis, Research Design.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
8	Review of Literature, Hypothesis, Research Design.	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam

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9	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
10	Steps of Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
11	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
12	Reviewing of Relevant Literature, Deciding the Research Design, Collection of Data	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
13	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
14	Data Analysis, Finding the Results, Policy implications and conclusion	Lecture	JMC 211.2	Mid Term-1, Quiz & End Sem Exam
15	Sampling: Meaning, strategies, methods and types	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
16	Sampling: Meaning, strategies, methods and types	Lecture	JMC 211.3	Mid Term-1, Quiz & End Sem Exam

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17	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	JMC 211.4	Mid Term-1, Quiz & End Sem Exam
18	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	JMC 211.4	Mid Term-1, Quiz & End Sem Exam
19	Statistics Applied In Research: Frequencies And Percentages	Lect ure	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
20	Statistics Applied In Research: Frequencies And Percentages	Lect ure	JMC 211.3	Mid Term-1, Quiz & End Sem Exam
21	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
22	Measures Of Central Tendency: Mean, Median And Mode	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
23	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
24	Measures Of Dispersion: Range, Standard Deviation And Mean Deviation	Lect ure	JMC 211.3	Mid Term-2, Quiz & End Sem Exam
25	Sample Frame and Sample Size, Tools of Data Collection	Lect ure	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
26	Basic Terms of Sampling: Sample Plan, Sample Design, Sample Unit	Lect ure	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
27	Research Reports: Research Articles/Paper	Lect ure	JMC 211.5	Mid Term-2, Quiz & End Sem Exam

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28	Research Reports: Research Articles/Paper	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
29	Project Report, Dissertation and Thesis	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
30	Project Report, Dissertation and Thesis	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
31	Significance of Abstract	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
32	Proposal, Synopsis, Reference	Lecture	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
33	Proposal, Synopsis, Reference	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
34	Bibliography in Research	Lecture	JMC 211.4	Mid Term-2, Quiz & End Sem Exam
35	Ethical Issues in Research: Plagiarism,	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam
36	Database and Research matrix	Lecture	JMC 211.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3

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JMC 211.1.	Develop advanced skills in designing and conducting communication research across diverse media platforms.	3	3	1	3	1				2		2	1			
JMC 211.2.	Cultivate the ability to critically evaluate and interpret communication processes, theories, and trends.	3	2	2	2	2				2		1	1			
JMC 211.3.	Master various research methodologies relevant to communication studies, including qualitative and quantitative approaches.	3	2	2	2	2				3		3	1			
JMC 211.4.	Acquire proficiency in presenting research findings through clear and impactful communication strategies.	3	3	2	3	2				1		2	1			
JMC 211.5	Demonstrate a strong commitment to ethical considerations in communication research, ensuring integrity and validity in the research process.	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2020-21						
Class: MA J&MC **Communication Research** II Semester						
Subject Name: **Communication Research**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define various research methods and approaches used in social sciences	6
CO1	Q.2	What are the various tools of data collection ?	6
	Q.3	What are measures of central tendency? Explain mean ,median and mode	6
CO1	Q.4	What are the cultural, social and political impact of Globalisation?	6
CO2	Q.5	Explain in detail the shift in Indian Sports scenario,	6
CO2	Q.6	Define communication research and discuss its importance in the Indian scenario.	6
	Q.7	Explain the process of formulating a research problem, including the review of literature, hypothesis development, and research design.	10
CO2	Q.8	Discuss the application of statistics in communication research, emphasizing frequencies and percentages.	10
CO3	Q.9	Explore ethical considerations in communication research, covering topics such as plagiarism, database usage, and research matrices.	10

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CO3	Q.10	Explain key terms related to sampling, including sample plan, sample design, sample unit, sample frame, and sample size. Discuss tools of data collection.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Research*** /Course code ***JMC 211*** is level **3** for the academic year 2020-212.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Television Journalism
Course Code : JMC 212, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students Students with the structure and history of the TV industry of India, as well as recognize the impact of Television Industry on nation.

B. Course Outcomes: At the end of the course, students will be able to:

JMC212.1. The course introduces the students to introduce the basics of Tv Production and its practice to the students

JMC212.2. The course is designed in a manner to reinforce the basic concepts of TV Industry.

JMC212.3.Course will make students understand the workings of the media.

JMC212.4 Understand the mechanics, principles, of TV production.

JMC212.5. Understand the world of Television Production.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I: Television as a Medium	**25%**
• Understanding the medium: invention and development; strengths and weaknesses of the medium;	

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• Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, • understanding sound, light and colour TV editing software: uses and limitations	
Module II TV News	**25%**
• Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; • news priorities for TV, comparison with other news media, breaking news: definition and practice • Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; • Backroom researchers, reference library or archives people, graphic artists	
Module III TV Reporting	**25%**
• TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; • Piece-to-camera, phonos, interview skills, instructing cameraman, • significance of sound-bytes, gettinggood sound-bytes	
Module IV TV Editing	25
• Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; • updating information, News presentation: structure of a news bulletin: headlines, • individual stories: telling a story through visuals, use of graphics, file shots, photos etc., • compilation of a bulletin, live feed, anchor's responsibilities; • Skills required of a news anchor: screen presence, presence of mind, interview skills etc.	2**25%**

E. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.

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- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
3	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
4	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, *understanding sound, light and colour TV editing software: uses and limitations*	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
5	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
6	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
7	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
8	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations	Lecture	JMC212.1	Mid Term-1, Quiz & End Sem Exam
9	Understanding the medium: invention and development; strengths and weaknesses of the medium; Production and transmission technology; working of a TV camera: various camera shots and	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations			
10	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
11	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
12	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
14	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
15	Understanding TV News: news values, significance of timeliness, news as it happens; sources of	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists			
16	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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17	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
18	Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media, breaking news: definition and practice Working of a news room: various functionaries in a news room: reporters, copy editors, input, editors, output editors, news producers, cameramen, video editors;	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam

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	Backroom researchers, reference library or archives people, graphic artists			
19	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.2	Mid Term-1, Quiz & End Sem Exam
20	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-1, Quiz & End Sem Exam
21	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation,	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam

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	diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
22	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
23	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
24	TV reporting: reporting skills: understanding deadline, gathering information, cultivating,	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam

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	sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes			
25	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.3	Mid Term-2, Quiz & End Sem Exam
26	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam

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27	TV reporting: reporting skills: understanding deadline, gathering information, cultivating, sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam
28	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.4	Mid Term-2, Quiz & End Sem Exam
29	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of	Lecture	JMC212.4	Quiz & End Sem Exam

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	news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
30	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam

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31	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
32	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news	Lecture	JMC212.5	Quiz & End Sem Exam

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	anchor: screen presence, presence of mind, interview skills etc			
33	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
34	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation	Lecture	JMC212.5	Quiz & End Sem Exam

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	of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			
35	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc	Lecture	JMC212.5	Quiz & End Sem Exam
36	Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information, News presentation: structure of a news bulletin: headlines, individual stories: telling a story	Lecture	JMC212.3	Quiz & End Sem Exam

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	through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 212.1	*The course introduces the students to introduce the basics of TV production and its practice to the students*	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 212.2	*The course is designed in a manner to reinforce the basic concepts of TV Industry.*	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 212.3	Course will make students understand the workings of the media.	3	2	2	2	2	2	2	3	3	3	-	-	-

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JMC 212.4	Understand the mechanics, principles, of TV production.	1	2	2	1	3	3	1	2	2				
JMC 212.5	*Understand the world of Television Production.*	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication
Department of Journalism and Mass Communication
MID-SEMESTER(SEM–II) 2020-21

Class: MA(J&MC) II Semester

Subject Name: JMC 212 Television Production	Time: 1.5 Hrs	Max.Marks:30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Natural Lighting.	3
CO1	Q.2a	Define the characteristics of Camera person.	3
	Q.2b	What is difference between DSLR and SLR.	3
CO1	Q.3	What are requirements for recording TV programmes .	6
CO2	Q.4	Briefly explain the steps to Prost Production.	3
CO2	Q.5a	Define the diversification of Studio.	3
	Q.5b	What is broadcasting.	3
CO2	Q6	Define Studio Lay out .	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Television Journalism /Course code **JMC 212** is level 2 for the academic year 2020-21.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Radio Production
Course Code : JMC 213. Crédits : 3, Session : 2020-21 (EVEN), Class MAJMC 2nd Semester
Faculty Name : Dr Manish Dubey

Introduction: This course is designed to provide students with hands-on experience in radio production and broadcasting. It covers various aspects of radio equipment, scriptwriting, voice and presentation skills, program development, news reporting, and practical tasks to develop their radio broadcasting skills.

A. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-213.1- Provide a comprehensive understanding of the fundamental concepts and principles of radio production,
- JMC-213.2- Develop practical skills in operating radio production equipment, including soundboards, microphones, and editing software,
- JMC-213.3- Explore effective scripting and storytelling methods tailored for radio
- JMC-213.4- Offer opportunities for students to participate in live radio broadcasting scenarios
- JMC-213.5- Equip students with proficiency in industry-standard software for audio editing and production

Program Educational Objectives

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Syllabus:

Course Contents/Syllabus:

	Weightage (%)
Module I Studio Layout	

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Descriptors/Topics The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	**20%**
Module II Radio Formats and Genres	**20%**
Descriptors/Topics Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	
Module III Writing for radio	**20%**
Descriptors/Topics Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	
Module IV Radio Presentation	**40%**
Descriptors/Topics News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	

Pedagogy for Course Delivery:

The course integrates class lectures, equipment demos, and discussions for a holistic understanding. Field assignments and hands-on experience with audio radio stations enhance practical skills. Culminating in a student-led radio program project, the curriculum ensures a comprehensive grasp of radio production, encompassing various program types in mass communication.

D. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	-	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

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E. Suggested Text/Reference Books:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra: Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I & II , Publication Division, New Delhi,1985.
6. Hellard Robert, writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.

F. Lecture Plan:

G. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	JMC 213.1	Mid Term-1, Quiz & End Sem Exam
2	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
3	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam

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4	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
5	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
6	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
7	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of Sound	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
8	The Radio Studio- Studio Layout, The studio desk, mixer, control panel, console or board, Digital Compression, Digital Audio Workstation, Tape Formats, CDs, album and other discs, Microphones, Stereo, Equipment faults, Basics of	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam

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	Sound			
9	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
10	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.1	Mid Term-1, Quiz & End Sem Exam
11	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
12	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam

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	ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			
13	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
14	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
15	Radio formats- Simple announcements, Radio talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media	Practical	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
16	Radio formats- Simple announcements, Radio	Lecture	MAJMC 213.2	Mid Term-1, Quiz &

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	talks/commentaries/comments, Radio interviews, Radio discussions, Radio features and documentaries. Radio play, Radio running commentaries, Radio ads/commercials, Phone ins and radio bridges, Music on radio, Radio News-Radio News defined, Main characteristics of Radio News as against news in other media			End Sem Exam
17	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
18	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
19	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam

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20	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.2	Mid Term-1, Quiz & End Sem Exam
21	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
22	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
23	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam

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24	Writing for ear- Who are you talking to? What do you want to say? The storage of talk Words, Structure and Signposting, Pictures and stories, Double Meaning/Ambiguity Writing script (Radio News/ Radio Feature/ Radio Play etc.)	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
25	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, List and Numbers, Station Style, Continuity presentation, Creation of Radio Jingles, Error and Emergencies,	Lecture	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
26	Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop (Phrasing the Questions, Putting the Questions etc.),	Practical	MAJMC 213.3	Mid Term-2, Quiz & End Sem Exam
27	Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
28	, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
29	Information for the broadcasters, links), Making	Practical	MAJMC 213.4	Mid Term-2, Quiz &

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	radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)			End Sem Exam
30	(Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
31	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, QuotationMarks, Alterations, Corrections, List and Numbers, Station Style, C	Practical	MAJMC 213.4	Mid Term-2, Quiz & End Sem Exam
32	Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
33	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, Vocal Stressing, Inflections, Quotation Marks, Alterations, Corrections, , Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
34	Vox Pop (Phrasing the Questions, Putting the Questions etc.), Cues and Links (Information for the broadcasters, links), Making radio Commercials(Copy policy, Target Audience, writing copy, voicing and treatment, music and effects, Humour)	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam
35	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , News reading, broadcasters, links), Making radio Commercials(Copy policy, Target Audience,	Practical	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam

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	writing copy, voicing and treatment, music and effects, Humour)			
36	News reading and Presentation-The Seven Ps (Posture, Projection, Pace, Pitch, Pause, Pronunciation, Personality) , Emergencies, Head Phones, Trials and Promos, Radio Interviewing(The basic approach, Question Technique etc.),Vox Pop writing copy, voicing and treatment, music and effects, Humour)	Theory	MAJMC 213.5	Mid Term-2, Quiz & End Sem Exam

H. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 213.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		**3**	**2**	**1**
JMC 213.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		**2**	**3**	**3**
JMC 213.3	Students will be classify various	3	2	2	2	2				3		**3**	**3**	**3**

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	fascinating aspects of current affairs and news													
JMC 213.3	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 213.3	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2020-21						
Class: MAJMC II Semester						
Subject Name: MAJMC-213 RADIO PRODUCTION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
Student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	In the age of digital media, how can radio producers effectively utilize various platforms to enhance audience engagement and maintain relevance in a competitive media environment?.	3

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CO1	Q.2a	What factors contribute to this significant increase? Provide a detailed explanation supported by arguments.	3
	Q.2b	What are the key narrative techniques employed in successful radio productions, and how do they contribute to creating compelling and memorable content?	3
CO1	Q.3	Explore the significance of sound design in radio production. How does thoughtful and strategic sound design enhance the overall impact and effectiveness of radio broadcasts?	6
CO2	Q.4	Define radio format the main elements of radio formats	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Radio Production*** /Course code JMC 213 is level **3** for the academic year 2020-21.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Visual Designing and Production
Course Code : JMC 214, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MA(J&MC). II Sem
Faculty Name : Siddharth Sharma

A. **Introduction:** The objective of this course is to make students aware of the concepts of visual designs and production. The course will help them in understanding advertising designing along with software's such adobe and corel draw.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC 214.1. Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic designing.

- **JMC 214.2**. Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.
JMC 214.3. Students will also learn the terminology used in layouts and designs in indoor medium.
JMC 214.4 The students will study the design for advertising layouts, taking into the consideration the choice of typeface.
JMC 214.5. Understand the positioning and choice of colors, images and text.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I House Styles	

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Descriptors/Topics Basic concept of style-sheet and its creation, Style guide: examples from newspapers, magazines; own guide produced for new publication. Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	**25%**
Module II Advertising Designing	**35%**
Descriptors/Topics Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers, and Banners etc. Choice and usage of images and colors in advertisements.	
Module III Design Software's	**40%**
Descriptors/Topics **obe Photoshop and Coral Draw -** Introduction, Interfaces and various palettes, Document Setting, About Menus. Different Advertisement Designing Projects – magazine, brochure, newspaper, letter head, flex board advertisements', Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen
- Gary David Bouton - CorelDRAW: The Official Guide
- Steve Schwartz & Phyllis Davis-Pearson Education - Corel Draw for Windows, by

References

- Newspaper
- Magazines
- You Tube Tutorials

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G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Basic concept of style-sheet and its creation	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
2	Basic concept of style-sheet and its creation	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
3	Style guide: examples from newspapers	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
4	*Style guide: examples from newspapers*	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
5	, magazines; own guide produced for new publication.	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
6	, magazines; own guide produced for new publication.	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
7	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
8	Styles: choice of typeface and masthead, choice and use of images and color	Lecture	JMC 214.1	Mid Term-1, Quiz & End Sem Exam
9	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
10	, positioning of articles and images on the page, use of headlines in an appropriate font	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
11	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam

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12	point size, number of lines etc., text manipulation, juxtaposition of text/images/advertising, Typography	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
13	Communicating through multiple media	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
14	Communicating through multiple media	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
15	Digital and print produces integrated design solutions	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
16	Digital and print produces integrated design solutions	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
17	Different types of advertising: Press ad, Magazine ad,	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
18	Different types of advertising: Press ad, Magazine ad,	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
19	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	JMC 214.2	Mid Term-1, Quiz & End Sem Exam
20	Hoardings, Kiosks, Interior & Exterior Signage	Lecture	JMC 214.3	Mid Term-1, Quiz & End Sem Exam
21	, Danglers, and Banners	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
22	, Danglers, and Banners	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
23	Choice and usage of images and colors in advertisements	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
24	Choice and usage of images and colors in advertisements	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
25	Introduction, Interfaces and various palettes	Lecture	JMC 214.3	Mid Term-2, Quiz & End Sem Exam
26	Introduction, Interfaces and various palettes	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam

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27	nent Setting, About Menus.	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
28	nent Setting, About Menus.	Lecture	JMC 214.4	Mid Term-2, Quiz & End Sem Exam
29	Different Advertisement Designing Projects	Lecture	JMC 214.4	Quiz & End Sem Exam
30	Different Advertisement Designing Projects	Lecture	JMC 214.5	Quiz & End Sem Exam
31	magazine, brochure, newspaper, letter head	Lecture	JMC 214.5	Quiz & End Sem Exam
32	magazine, brochure, newspaper, letter head	Lecture	JMC 214.5	Quiz & End Sem Exam
33	flex board advertisements', Advertising Campaign	Lecture	JMC 214.5	Quiz & End Sem Exam
34	flex board advertisements', Advertising Campaign	Lecture	JMC 214.5	Quiz & End Sem Exam
35	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	JMC 214.5	Quiz & End Sem Exam
36	Developing advertising campaigns, from concept to creation, from creative to presentation.	Lecture	JMC 214.3	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 214.1	Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 214.2	Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 214.3	Students will also learn the terminology used in layouts and designs in indoor medium.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 214.4	The students will study the design for advertising layouts, taking into the consideration the choice of typeface.	1	2	2	1	3	3	1	2	2				
JMC 214.5	Understand the positioning and choice of colors, images and text.	3	1	3	3	1	1	2	2	2				

Sample Question Paper

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Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2020-21						
Class: MA(J&MC) II Semester						
Subject Name: JMC 214 Visual Designing and Production		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: Students will be introduced to the art, and commercial practice of advance level of digital graphic designing. Students will explore the making and editing of work to inform their computer graphic *designing.*
CO2:•Projects will introduce students to the many ways the medium is used in their culture; this includes the making of professional magazines, newspaper layout, and corporate brochure, etc.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the concept of stylesheet?	3
CO1	Q.2a	What is style guide? Cite a few examples.	3
	Q.2b	What is difference between typeface and masthead	3
CO1	Q.3	What is the importance of font in publishing. .	6
CO2	Q.4	Discuss integerated media solutions	3
CO2	Q.5a	Make a banner for your firm.	3
	Q.5b	Discuss the importance of positioning of ads in paper.	3
CO2	Q6	What is dangler and banner?	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Visual Designing and Production /Course code **JMC 214** is level **3** for the academic year 2020-21.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Specialized Reporting
Course Code : JMC 215 , Credits : 3 Session : 2020-21 Class : MA J&MC II
Faculty Name : Dr. Adhrit Chandra Pati Tripathi

A. Introduction: "Specialized Reporting is a dynamic course designed to equip journalism students with advanced skills in in-depth reporting across specialized fields. From investigative journalism to coverage of niche topics, this course focuses on honing the expertise needed to excel in the ever-evolving landscape of specialized reporting."

B. Course Outcomes: At the end of the course, students will be able to:
JMC 215.1. Gain proficiency in conducting thorough investigations, from research to ethical reporting.
JMC 215.2. Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.
JMC 215.3. Acquire skills in using various media formats and innovative techniques for impactful storytelling.
JMC 215.4. Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.
JMC 215.5 Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films.

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Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I Beat Reporting	**25%**
Descriptors/Topics Covering a news beat, covering local beats, Crime reporting, Education reporting, Health reporting, Civic Issues reporting, Covering local government	
Module II Covering the State and Politics	**25%**
Descriptors/Topics Covering national level beats, Covering the Government (PIB, Ministries, independent bodies) Political Reporting (Political structure in India, covering political parties/events/rallies/ elections), Parliament Reporting (Parliament Structure, reporting on legislature) Legal	

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Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)	
Module III Business and Sports Reporting	**25%**
Descriptors/Topics Basic Business Knowledge & Business Bodies, Corporate Reporting, Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries), How to develop good sports writing skills, Covering local, national and international level events	
Module IV Specialized Reporting	**25%**
Descriptors/Topics Investigative Reporting: Definition, elements, tools, Sting Operations and latest trends Investigative Reporting Case studies: Indian and International, Disaster Reporting Environmental Reporting, Page 3 and Lifestyle Reporting, Gender Reporting, Poverty Reporting, Science & Technology Reporting	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.
- Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
- Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
- Parthasarthy, Rangaswami. (1996). *Here is the News! Reporting for the Media*. Sterling Publishing Pvt. Ltd. New Delhi.
- Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.

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- Garst, Robert & Theodore Bernstein (1982). *Headlines and Deadlines* (4th Edition). Columbia University Press, New York, USA.
- Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
- French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

References

- Current affairs magazines like India Today, Economic & Political Weekly, Open, Time, Economist etc
- Daily newspapers
- News and media analysis websites like The Hoot, Huffington Post etc.
- Manorama Year Book

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Covering a news beat	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
2	covering local beats	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
3	Crime reporting	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
4	Education reporting	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
5	Health reporting, Civic Issues reporting	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
6	Covering local government	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
8	Covering national level beats	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
9	Covering the Government (PIB, Ministries, independent bodies	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
10	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
11	Political Reporting (Political structure in India, covering political parties/events/rallies/ elections)	Lecture	JMC 215.2	Mid Term-1, Quiz & End Sem Exam
12	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
13	Parliament Reporting (Parliament Structure, reporting on legislature)	Lecture	JMC 215.1	Mid Term-1, Quiz & End Sem Exam
14	Legal Reporting (structure & jurisdiction of courts	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam

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15	Legal Reporting (structure & jurisdiction of courts	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
16	reporting court hearings, precautions	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
17	Basic Business Knowledge & Business Bodies	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
18	Corporate Reporting	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
19	Covering Economic policy	Lecture	JMC 215.3	Mid Term-1, Quiz & End Sem Exam
20	ministries of commerce, finance, industry	Lecture	JMC 215.4	Mid Term-1, Quiz & End Sem Exam
21	company affairs and other infrastructure ministries	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
22	How to develop good sports writing skills	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
23	How to develop good sports writing skills	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
24	national and international level events	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
25	Investigative Reporting	Lecture	JMC 215.4	Mid Term-2, Quiz & End Sem Exam
26	Definition, elements of investigative reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
27	tools, Sting Operations and latest trends in reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
28	tools, Sting Operations and latest trends in reporting	Lecture	JMC 215.5	Mid Term-2, Quiz & End Sem Exam
29	Investigative Reporting Case studies	Lecture	JMC 215.4	Quiz & End Sem Exam
30	Indian and International, Disaster Reporting	Lecture	JMC 215.4	Quiz & End Sem Exam
31	Environmental Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam
32	Page 3 and Lifestyle	Lecture	JMC	Quiz & End Sem

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	Reporting		215.5	Exam
33	Gender Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam
34	Page 3 and Lifestyle Reporting	Lecture	JMC 215.4	Quiz & End Sem Exam
35	Poverty Reporting,	Lecture	JMC 215.4	Quiz & End Sem Exam
36	Science & Technology Reporting	Lecture	JMC 215.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 215.1.	Gain proficiency in conducting thorough investigations, from research to ethical reporting.	3	3	1	3	1				2		2	1			
JMC 215.2.	Develop specialized knowledge to report effectively on diverse subjects, such as science, business, or culture.	3	2	2	2	2				2		1	1			
JMC 215.3.	Acquire skills in using various media formats and innovative techniques for impactful storytelling.	3	2	2	2	2				3		3	1			

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JMC 215.4.	Foster the ability to critically analyze complex issues and present them coherently in journalistic narratives.	3	3	2	3	2				1		2	1			
JMC 215.5	Cultivate adaptability to emerging media platforms and technologies for cutting-edge reporting.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2020-21						
Class: MA J&MC Specialized Reporting Practices II Semester						
Subject Name: Specialized Reporting		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the challenges and ethical considerations in covering local crime beats.	6
CO1	Q.2	Discuss the role of journalists in reporting civic issues and engaging with local government.	6

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	Q.3	Explore the nuances of reporting on education and health issues at the local level.	6
CO1	Q.4	Describe the process of covering national-level beats, including interactions with government bodies like PIB.	6
CO2	Q.5	Discuss the fundamentals of corporate reporting and the role of journalists in covering economic policies at various ministry levels.	6
CO2	Q.6	Provide tips on developing good sports writing skills for coverage at the local, national, and international levels.	6
	Q.7	Explain the structure of the Indian Parliament and the basics of legal reporting, including court structures and precautions.	10
CO2	Q.8	Outline the political structure in India and detail the responsibilities of journalists covering political events, parties, rallies, and elections.	10
CO3	Q.9	Discuss the challenges and responsibilities in reporting disasters and environmental issues.	10
CO3	Q.10	Analyze one Indian and one international investigative reporting case study, highlighting key lessons learned.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Specialized Reporting*** /Course code ***JMC 215*** is level **3** for the academic year 2020-21.

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DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Film Theory and Practices
Course Code : JMC 216, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Mr. Siddharth Sharma

A. Introduction: The objective of this course is to familiarize the students with concept of film theories and language of cinemas. This course will allow students to learn the contribution of prominent film directors in Indian Cinema

B. Course Outcomes: At the end of the course, students will be able to:
JMC216.1. In this course students will understand the language of film making
JMC216.2. They will come to know about different stages of filmmaking
JMC216.3. The course is designed to enable the student to understand the scriptwriting and storyboarding techniques.
JMC216.4. They will be introduced to the concepts of lighting and editing for films.

- **JMC216.5.** To establish distinction between technique and content

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

Modules	Weightage (%)
Module I: Film Theories	**40%**
How to view/read the movie, Narrative and non-narrative, Film Genre, French New wave & Italian neo-realism, Early Indian cinema & golden era, Evolution of documentary films, Auteur Theory, Feminist Film Theory, Avant-Garde & Cinema Verite, Contemporary Indian Cinema, Animation films**,** 3-D Cinema and its scope	
Module II: Language of Cinema	**40%**
World space and screen space, Continuity: space & time, Camera Movements, angles & Shots Different screen elements & Mise-en-scene, Continuous action, compression & expansion of time and concepts of editing, Dimensions of Sound: onscreen & off-screen, di-getic & non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	
Module III: Case Study of Famous Film Directors	**20%**
Satyajit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kappor, Yash Chopra, Adoor Gopalkrishnan, Rosomon, Citizen Ken, Pather Panchali, Sholay, Charulata, Gone with the wind etc	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

G. Lecture Plan

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Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	How to view/read the movie	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
2	How to view/read the movie	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
3	Narrative and non-narrative, Film Genre	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
4	*Narrative and non-narrative, Film Genre*	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
5	French New wave & Italian neo-realism	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
6	French New wave & Italian neo-realism	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
7	Early Indian cinema & golden era	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
8	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	JMC 216.1	Mid Term-1, Quiz & End Sem Exam
9	Evolution of documentary films, Auteur Theory, Feminist Film Theory	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
10	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
11	Avant-Garde & Cinema Verite, Contemporary Indian Cinema,	Lecture	JMC 216.2	Mid Term-1, Quiz & End Sem Exam
12	Animation films**,** 3-D Cinema and its scope	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
13	World space and screen space	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
14	World space and screen space	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam

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15	Continuity: space & time, Camera Movements, angles & Shots	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
16	Continuity: space & time, Camera Movements, angles & Shots	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
17	Different screen elements & Mise-en-scene	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
18	Different screen elements & Mise-en-scene	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
19	Continuous action, compression & expansion of time and concepts of editing	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
20	Continuous action, compression & expansion of time and concepts of editing	Lecture	JMC 216.3	Mid Term-1, Quiz & End Sem Exam
21	Dimensions of Sound: onscreen & off-screen	Lecture	JMC 216.3	Mid Term-2, Quiz & End Sem Exam
22	Dimensions of Sound: onscreen & off-screen	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
23	di-getic & non-digetic, sync and non-sync,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
24	sound effects, and silence, dialogues, ambient sound, background score & musical tracks.	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
25	Satyajit Ray,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
26	Satyajit Ray,	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
27	Alfred Hitchcock, D.W Griffith	Lecture	JMC 216.4	Mid Term-2, Quiz & End Sem Exam
28	Alfred Hitchcock, D.W Griffith	Lecture	JMC 216.5	Mid Term-2, Quiz & End Sem Exam

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29	Charlie Chaplin, Guru Dutt	Lecture	JMC 216.4	Quiz & End Sem Exam
30	Charlie Chaplin, Guru Dutt	Lecture	JMC 216.5	Quiz & End Sem Exam
31	Raj Kappor, Yash Chopra	Lecture	JMC 216.5	Quiz & End Sem Exam
32	Raj Kappor, Yash Chopra	Lecture	JMC 216.5	Quiz & End Sem Exam
33	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
34	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
35	Adoor Gopalkrishnan, Rosomon, Citizen Ken	Lecture	JMC 216.5	Quiz & End Sem Exam
36	Pather Panchali, Sholay, Charulata, Gone with the wind etc	Lecture	JMC 216.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 216.1	In this course students will understand the language of film making	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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JMC 216.2	They will come to know about different stages of filmmaking	-	2	1	1	-	1	-	-	-	1	**3**	-	-
JMC 216.3	The course is designed to enable the student to understand the scriptwriting and storyboarding techniques	-	1	2	1	-	1	-	-	-	1	**2**	-	-
JMC 216.4	They will be introduced to the concepts of lighting and editing for films	-	2	1	1	-	1	-	-	-	1	**3**	-	-
JMC 216.5	To establish distinction between technique and content .	-	1	2	1	-	1	-	-	-	1	**2**	-	-

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–II) 2020-21						
Class: MA(J&MC) II Semester						
Subject Name: JMC 216 Film Theories and Practices		Time:1.5 Hrs		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1: In this course students will understand the language of film making
CO2:•They will come to know about different stages of filmmaking.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3

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CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Film Theories and Practices /Course code **JMC 216** is level 3 for the academic year 2020-21.

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AMITY UNIVERSITY
MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF Journalism and Mass Communication
Course Handout
Course : Public Relation and Corporate Communication
Course Code : JMC 217, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MA(J&MC). II Sem
Faculty Name : Dr Pranav Mishra

A. **Introduction:** The objective of this course is to familiarize the students Students with the structure and history of the PR industry of India, as well as recognize the impact of corporate communication on nation.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC217.1. The course introduces the students to introduce the basics of PR and its practice to the students
JMC217.2. The course is designed in a manner to reinforce the basic concepts of effective public relations.
JMC217.3. Course will make students understand the workings of the media -- and the 'new media' landscape
JMC217.4 Understand the mechanics, principles, of PR.
JMC217.5. Understand the world of Corporate Communication.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

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[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Understanding PR & CC	**25%**
• PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, • The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, • Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, • Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	
Module II PR strategies and tools	**25%**
• The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; • Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) • PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events • Lobbying, Crisis Management, Use of new media by PR professionals	
Module III Introduction to Corporate Communication	**25%**
• Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, • Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media • (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend • Press Releases, Feature Study Releases, Video News Releases, Webcasts).	
Module IV Corporate Communication Strategies and Tools	**25%**
• *Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising,* • *CC/PR in Brand Building,* • *Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication,* • *Investor Relation*	

E. Examination Scheme:

Components	A	MT	IE	EE

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Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Wilcox, Dennis L, Cameron, Glen T., 'Public Relations Strategies and Tactics', Ninth Edition Pearson Education
- Seitel, Fraser P., 'The Practice of Public Relations' Seventh Edition, Prentice Hall International
- Butterick, Keith 'Introducing Public Relations: Theory & Practice 1st Edition', Sage Publication India
- Nostrum William J. Van. The Script Writers' Handbook.
- Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC,
- Crook, Tim, Radio Drama; Theory and Practice, London.

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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2	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
3	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
4	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and *Advertising, Defining Publics/Stakeholders*			
5	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
6	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	(Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
7	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam
8	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of	Lecture	JMC 217.1	Mid Term-1, Quiz & End Sem Exam

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	Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders			
9	PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Theoretical Underpinnings in PR – JM Grunig's Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, Understanding Various Concepts, viz., PR, Press Agentry, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
10	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
11	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
12	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
13	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
14	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
15	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
16	The PR Process: Defining the Problem, Why it is Problem,	Lecture	JMC 217.2	Mid Term-1, Quiz & End

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	the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			Sem Exam
17	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals			
18	The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc., News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Crisis Management, Use of new media by PR professionals	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam
19	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.2	Mid Term-1, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
20	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-1, Quiz & End Sem Exam
21	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
22	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

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	Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
23	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
24	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
25	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.3	Mid Term-2, Quiz & End Sem Exam
26	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam
27	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam

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	of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).			
28	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.4	Mid Term-2, Quiz & End Sem Exam
29	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature	Lecture	JMC 217.4	Quiz & End Sem Exam

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	Study Releases, Video News Releases, Webcasts).			
30	Defining Corporate Communication and its importance, Defining and Segmenting Stakeholders in Corporate Communication, Various kinds of Organizational Communications, Elements of a Corporate Communication Plan, Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases-Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).	Lecture	JMC 217.5	Quiz & End Sem Exam
31	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
32	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and	Lecture	JMC 217.5	Quiz & End Sem Exam

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	Communication, Investor Relation			
33	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
34	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
35	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation	Lecture	JMC 217.5	Quiz & End Sem Exam
36	Crisis Communication, Corporate Image Management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building,	Lecture	JMC 217.5	Quiz & End Sem Exam

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	Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relation			

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 217.1	The course introduces the students to introduce the basics of PR and its practice to the students	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 217.2	The course is designed in a manner to reinforce the basic concepts of effective public relations.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 217.3	Course will make students understand the workings of the media -- and the 'new media' landscape	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 217.4	Understand the mechanics, principles, of PR.	1	2	2	1	3	3	1	2	2				
JMC 217.5	Understand the world of Corporate Communication.	3	1	3	3	1	1	2	2	2				

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER(SEM–I) 2020-21						
Class: MA(J&MC) II Semester						
Subject Name: JMC 217 Public Relations and corporate communication		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4,3	Q.3,4,2.b	Q.3,2.a	Q.6,5.a	Q.4,5.a,6	Q.6

Student will be able to
CO1:The course introduces the students to introduce the basics of PR and its practice to the students
CO2:•The course is designed in a manner to reinforce the basic concepts of effective public relations.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define the strength and weakness of Pr communication.	3
CO1	Q.2a	Define the characteristics of PR professonal.	3
	Q.2b	What is difference between CSR and Corporate communication .	3
CO1	Q.3	What are requirements for recording radio programmes for CSR.	6
CO2	Q.4	Briefly explain the steps to damage control.	3
CO2	Q.5a	Define the diversification of PR firm.	3
	Q.5b	What is community broadcasting.	3
CO2	Q6	Define CC.	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Public Relations and corporate communication /Course code **JMC 217** is level 2 for the academic year 2020-21.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : FOLK AND POPULAR MEDIA OF INDIA
Course Code: JMC 218, Credits: 03, Session:2020-21 (Even Sem), Class: MA(J&MC) II Sem
Faculty Name : Mr. Gaurav Chhabra

A. Introduction: The student will explore the diverse world of Folk Media in this course, delving into its meaning, forms like dance, theatre, and music, and cultural significance. Uncover the interplay between Popular and Traditional Media, and analyze the integrated use of Folk Media with mass communication. Discover the role of Folk Media in nation-building and its impact on national integration.

B. Course Outcomes: At the end of the course, students will be able to:

JMC218.1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

JMC218.2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

JMC218.3. Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by government agencies.

JMC218.4. Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.

JMC218.5. Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

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[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking	A	5%

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	up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	**Weightage (%)**
Module I: Folk Media – Definition, Meaning Folk Media: Meaning & Definition, Nature and Scope of Folk Media, Characteristics of Folk Media, Types of Folk Media: Dance, Theatre & Music, Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana, Folk Music: Bihugeet- Assam, Boul-Bengal, Punjab, Mand-Rajasthan, Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra, Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore, Forms of Folk Music: Indian And Western	**40%**
Module II: Popular and Traditional Media Traditional Media as An Effective Communication Tool, Popular and Traditional Media and Their Relation, High Art Versus Low Art, Traditional Media, Popular Media and Cultural Hegemony	**20%**
Module III: Folk Media and its Implications Integrated Use of Folk Media and Mass Media, Role of Folk Media in Nation Building, Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations), Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul, Problems and Prospect of Folk Artists, Traditional Media as a Tool of National Integration, Democratization of **Communication**	**40%**

G. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

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CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

H. Suggested Text/Reference Books:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

I. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Folk Media: Meaning & Definition	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
2	Nature and Scope of Folk Media,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
3	Characteristics of Folk Media,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
4	Types of Folk Media: Dance, Theatre & Music,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
5	Folk Theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila, Jatra And Yakshagana,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
6	Folk Music: Bihugeet-Assam, Boul-Bengal, Punjab, Mand-Rajasthan,	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam

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	Kajari-Uttar Pradesh, Bihar, Gujarat & Maharashtra,			
7	Folk Dance: Garba, Tamasha & Lavani Etc., Folk Tales & Folklore.	Lecture	JMC 218.1	Mid Term-1, Quiz & End Sem Exam
8	Forms of Folk Music: Indian And Western	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
9	Forms of Folk Music: Indian And Western	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
10	Traditional Media as An Effective Communication Tool	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
11	Traditional Media as An Effective Communication Tool	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
12	Popular and Traditional Media and Their Relation	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
13	Popular and Traditional Media and Their Relation	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
14	High Art Versus Low Art	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
15	High Art Versus Low Art	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam
16	Traditional Media, Popular Media and Cultural Hegemony	Lecture	JMC 218.2	Mid Term-1, Quiz & End Sem Exam

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17	Traditional Media, Popular Media and Cultural Hegemony	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
18	Integrated Use of Folk Media and Mass Media	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
19	Integrated Use of Folk Media and Mass Media	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
20	Role of Folk Media in Nation Building.	Lecture	JMC 218.3	Mid Term-1, Quiz & End Sem Exam
21	Role of Folk Media in Nation Building.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
22	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
23	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
24	Use of Folk Media by Government Agencies (Like-DFP, Song And Drama Division, Department of Information and Public Relations).	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
25	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam

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26	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
27	Some Prominent Folk Artists-Habib Tanveer, Shivaram Karanth, Teejanbai, Parvati Boul.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
28	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Mid Term-2, Quiz & End Sem Exam
29	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Quiz & End Sem Exam
30	Problems and Prospect of Folk Artists.	Lecture	JMC 218.3	Quiz & End Sem Exam
31	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
32	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
33	Traditional Media as a Tool of National Integration.	Lecture	JMC 218.4	Quiz & End Sem Exam
34	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam
35	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam
36	Democratization of Communication	Lecture	JMC 218.4	Quiz & End Sem Exam

J. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC218.1	Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.	3	2	3	3	2	2	2	2	3	3	2	1	3
JMC218.2	Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.	2	2	2	3	3	2	13	3	3	3	3	1	2
JMC218.3	Acquire the ability to integrate Folk Media with mass communication, exploring its role in nation-building and its application by	3	2	3	3	3	2	3	3	3	3	3	2	1

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	government agencies.													
JMC218.4	Cultivate an appreciation for the diverse folk forms, folklore, and traditional communication methods, understanding their unique contributions to cultural richness.	1	3	2	3	2	2	3	3	3	3	1	2	3
JMC218.5	Develop problem-solving skills by addressing challenges and prospects faced by folk artists, fostering a nuanced perspective on the democratization of communication and the role of traditional media in national integration.	1	3	2	3	2	2	3	3	3	3	3	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM –II) 2020-21		
Class: MA(J&MC) II Semester		
Subject Name: JMC218 FOLK AND POPULAR MEDIA OF INDIA	Time: 1.5 Hrs	Max. Marks: 30

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.3,4.2.a	Q.4,2.b	Q.6	Q.4,5.b	Q.5.a

Student will be able to:

CO1. Students will gain a profound understanding of Folk Media, encompassing its various forms such as dance, theatre, and music, along with their cultural significance.

CO2. Develop critical analysis skills to dissect the interplay between Popular and Traditional Media, examining their dynamics and cultural implications.

CO Map	Question No.	Question	Marks
CO1	Q.1	Explore the nature and scope of Folk Media, highlighting its characteristics.	3
CO2	Q.2a	Discuss the significance and cultural relevance of Folk Theatre forms such as Bhavai, Tamasha, and Nautanki.	3
	Q.2b	Examine Folk Tales and Folklore, emphasizing their role in preserving cultural narratives.	3
CO1	Q.3	Discuss the effectiveness of Traditional Media as a communication tool. How does it relate to Popular Media?	6
CO5	Q.4	Explore the dynamics between High Art and Low Art in the context of Traditional and Popular Media.	3
CO3	Q.5a	Investigate the utilization of Folk Media by government agencies such as DFP, Song and Drama Division, and the Department of Information and Public Relations.	3
	Q.5b	Assess the role of Folk Media in nation-building, considering its cultural significance and reach.	3
CO4	Q 6	Discuss the contributions of prominent Folk Artists like Habib Tanveer, Shivaram Karanth, Teejanbai, and Parvati Boul. Explore the challenges and prospects faced by Folk Artists in the contemporary context.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course FOLK AND POPULAR MEDIA OF INDIA /JMC 218 is level 2 for the academic year 2020-21.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : New Media Ecology
Course Code : JMC 311, Crédits : 3, Session : 2020-21 (ODD), Class JMC 3rd Semester
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-311.1- Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms
- JMC-311.2- students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication.
- JMC-311.3- Course participants will gain the capacity to adapt to and harness emerging technologies
- JMC-311.4- Students will acquire practical skills in new media production, including content creation, curation, and distribution
- JMC-311.5- The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of responsibility and integrity.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

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[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

Modules	Weightage (%)
Module I Basics of Media Economics	

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An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	**40 %**
Module II Structure and Change	**20 %**
Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media, Global Media Conglomerate	
Module III Media Ownership	**20 %**
Media, Markets and Public Spheres, How Business Strategy Shapes Media ContentHow Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	
Module IV Media Networks, Associations and Guilds	**20 %**
The Broadcast Television Networks, Contemporary Radio Industry: Revenue Generation and Challenges Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach Concept of Pay Per Click, Social Media Advertising. Crypto Currency, Online Banking Practices and Limitations	

Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Potter, W. J. (2013). *Media literacy*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). *Understanding ethnic media: Producers, consumers,and societies*. Sage.
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002). *Media economics*. John Wiley & Sons, Ltd.

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
2	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
3	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
4	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
5	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
6	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
7	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply. Types of Media Markets.	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
8	An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam

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	Demand and Supply. Types of Media Markets.			
9	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media	Lecture	JMC 311.1	Mid Term-1, Quiz & End Sem Exam
10	Indian Media Industry: Organisation Structure and Challenges The Economics of International Media, Global Media Conglomerate	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
11	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
12	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
13	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
14	Indian Media Industry: Organisation Structure and ChallengesThe Economics of International Media,	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
15	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Practical	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
16	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
17	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam

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18	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
19	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.2	Mid Term-1, Quiz & End Sem Exam
20	Media, Markets and Public Spheres, How Business Strategy Shapes Media Content How Media Business Influences Society. Ownership and Control. Contemporary Start Up Culture in Indian Scenario	Lecture	JMC 311.3	Mid Term-1, Quiz & End Sem Exam
21	The Broadcast Television Networks,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
22	Contemporary Radio Industry: Revenue Generation and Challenges	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
24	Concept of Pay Per Click, Social Media Advertising.	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
25	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	The Broadcast Television Networks,	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
27	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.3	Mid Term-2, Quiz & End Sem Exam

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28	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
29	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
30	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
31	The Broadcast Television Networks,	Practical	JMC 311.4	Mid Term-2, Quiz & End Sem Exam
32	Contemporary Radio Industry: Revenue Generation and Challenges	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
33	Online Media: Concept of Online Profit-Making Via YouTube And Social Media. Organic and Inorganic Reach	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
34	Concept of Pay Per Click, Social Media Advertising.	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
35	Crypto Currency, Online Banking Practices and Limitations	Practical	JMC 311.5	Mid Term-2, Quiz & End Sem Exam
36	The Broadcast Television Networks,	Theory	JMC 311.5	Mid Term-2, Quiz & End Sem Exam

I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	

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JMC 311.1	Students will develop advanced digital literacy skills, understanding the intricacies of new media platforms	3	3	1	3	1				2		**3**	**2**	**1**
JMC 311.2	students will possess enhanced critical thinking abilities, enabling them to analyze and evaluate the impact of new media on society, culture, and communication	3	2	2	2	2				2		**2**	**3**	**3**
JMC 311.3	Course participants will gain the capacity to adapt to and harness emerging technologies	3	2	2	2	2				3		**3**	**3**	**3**
JMC 311.4	Students will acquire practical skills in new media production, including content creation, curation, and distribution	**3**	3	2	3	2				1		**3**	**2**	**1**
JMC 311.5	The course will install a deep understanding of ethical considerations related to new media usage, ensuring students approach their roles in mass media with a strong sense of	3	3	2	3	2				1		**2**	**3**	**3**

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	responsibility and integrity.													

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2020-21						
Class: MAJMC.III Semester						
Subject Name: JMC-311 NEW MEDIA ECOLOGY		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	How does the concept of new media ecology contribute to or challenge the notion of media convergence.	3
CO1	Q.2a	In what ways does the new media ecology empower users to create and share content, and how does this shift the dynamics of information creation and dissemination?	3
	Q.2b	Explore the role of social media in the new media ecology. How has the rise of platforms like Facebook, Twitter, and Instagram impacted communication, information sharing, and public discourse?	3
CO1	Q.3	Discuss the concerns and challenges related to data privacy and security within the new media ecology, and how these issues affect individuals, businesses, and society at large.	6
CO2	Q.4	How do algorithms shape the content and information users encounter in the new media ecology, and what ethical considerations arise from algorithmic decision-making in mass communication?	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Examine how the new media ecology facilitates the globalization of information. How does this	3

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		interconnectedness impact cultural exchange, international communication, and the dissemination of global news?	
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course New Media Ecology/Course code ***JMC-311*** is level **3** for the academic year 2020-21.

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Course Handout
Course : Advanced Film Theories and Practices
Course Code : JMC 312, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

A. **Introduction:** This course focuses on the basics of filmmaking and cinema techniques The ability to analyse and put film studies in proper perspective will be intended during the course.An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

B.Course Outcomes: At the end of the course, students will be able to:

JMC312.1. Students are introduced to principles and methodology of filmmaking

JMC312.2.They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

JMC312.3 Documentary realism will be pitted against mainstream commercial film genres

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

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[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to

journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Course Contents/syllabus:

Modules	Weightage (%)
Module I Film **Production** Development Stage, Pre-Production, Production, Post Production, Distribution, Promotion & Release **Scriptwriting:** Narrative Composition: 3 Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal **Production:** Key Members of Film Production Unit, Role of Producer & Director, Role of Production Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	**40%**
Module II Camera, Lighting and Editing	

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Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video Etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	**40%**
Module III Documentaries Film Making and Marketing of Film	
Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	**20%**

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

D. Assessment Scheme

Theory L/T (%)	**Lab/Practical/Studio (%)**	**End Term Examination**
100	**NA**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Attendance**	**Class Test**	**Home assignment**	**Presentation**	
Weightage (%)	5	10	10	5	70

E. Text and References:

- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

F. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
2	Film Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
3	Development Stage, Pre-Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
4	Production, Post Production,	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
5	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
6	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
7	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
8	D Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Downigital Media and Virtual Reality	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
9	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
10	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
11	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam

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12	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
13	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
14	Scheduling & Reece, Casting and Source of Casting Module II Camera, Lighting and Editing	Lecture	JMC 312.1	Mid Term-1, Quiz & End Sem Exam
15	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
16	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
17	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
18	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
19	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
20	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-1, Quiz & End Sem Exam
21	Digital Dark Age, Digital Dementia	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
22	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
23	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam
24	Techniques of Editing-Action Sequence, Comedy Sequence, Romantic Sequence, Conversation	Lecture	JMC 312.2	Mid Term-2, Quiz & End Sem Exam

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	Sequences, Chasing Sequence			
25	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
26	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
27	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
28	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Mid Term-2, Quiz & End Sem Exam
29	Basics Operations of Final Cut Pro	Lecture	JMC 312.3	Quiz & End Sem Exam
30	Documentaries Film Making and Marketing of Film	Lecture	JMC 312.3	Quiz & End Sem Exam
31	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 312.3	Quiz & End Sem Exam
32	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 312.3	Quiz & End Sem Exam
33	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 312.3	Quiz & End Sem Exam
34	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 312.3	Quiz & End Sem Exam
35	(Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 312.3	Quiz & End Sem Exam
36	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 312.3	Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 312.1	Students are introduced to principles and methodology of filmmaking	2	1	-	2	1	-	-	-	-	-	**1**	**-**	**1**
JMC 312.2	They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.	1	2	-	2	2	-	-	-	-	-	**1**	**-**	**1**
JMC 312.3	Documentary realism will be pitted against mainstream commercial film genres	2	1	-	2	1	-	-	-	-	-	**1**	**-**	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2020-21						
Class: MA(J&MC) III Semester						
Subject Name: JMC312 ADVANCE FILM THEORY & PRACTICES		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6

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Mapping						

Student will be able to
CO1: learn to design and create a website.

CO2. learn to create content for websites and curate content.
CO3. enable a student to enhance a website visually.

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO3	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO3	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Advanced Film Theories and Practices /Course code ***JMC 312*** is level **2** for the academic year 2020-21.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Development Communication
Course Code : JMC 313, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Siddharth Sharma

A. Introduction: This course focuses on the concept of development & To increase understanding about community and organization.

A. Course Outcomes: At the end of the course, students will be able to:

JMC313.1. To increase student's knowledge in development communication

JMC313.2. To understand role of different Government and Non-government Organizations in development communication

JMC313.3 To introduce need of different communication approaches for different settings

JMC313.4: To understand the different approaches of development communication.

JMC 313.5: To understand the importance of development communication in upliftment of society

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Syllabus:

Modules	**Weightage (%)**
Module I Concept of Development	**20 %**
Definition and Process of Development, Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation, Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy & Education, Vocational Training, Farm Sector, Public And Private SectorIndustries, Health & Family Welfare, Environment Issues, Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development, Issues Of Women And Children, Rural Development, Urbanization And Related Problems Theories and Paradigms of Development	
Module II Concept of Community, Structure and Organization	**20 %**
Concept and Characteristics of a Community, Structure and Organization of Different Typesof Communities, Tribal, Rural and Urban and Urban Slums, Meaning and Scope of Community Organization, Pris, Cooperatives, Youth Organizations, Other Organizations for Community Empowerment, Meaning, Characteristics, Types and Functions of Groups, Stages and Process of GroupFormation, Group Norms and Structure	
Module III Development Communication	**20 %**
Promotion of Development Communication Role of Government Organizations in Development Communication Such as Akashwani, DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations Role of NGOs In Development, Corporate Social Responsibility (CSR) Development Communication and Extension Activities (Work)	

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Module IV: Approaches in Development Communication	
Communication Planning at National, State, Regional, District, Block and Village Levels,Communication Strategies and Action Plans, Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV, Outdoor Publicity and Traditional Media - Music, Drama, Dance, Puppetry, Street Play,Fairs, Festivals and Their Role in Development, Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT(Information Communication Technology) & Development, SITE Experiment, Participatory Approaches of Communication, Barriers in Development Communication,	**40 %**

Pedagogy for Course Delivery:

This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline withthe help of various teaching aids such as case studies, practical exercises, screenings, and reading group.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

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MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

- Narula Uma, Har Anand., Development Communication – Theory and Practice,
- Gupta V.S., Communication and Development Concept., New Delhi
- Tewari, I P, Communication Technology and Development, Publication Division,Govt. of India
- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote, Communication for Development in the Third World, Sage, New Delhi
- Daniel Lerner & Wilbur Schramm., Communication and Changes in Developing Countries, East West CommunicationCentre, Honolulu
- Rogers Everett M., Communication and Development: Critical Perspective, Sage, New Delhi
- Michael P Longman., Economic Development in the Third World, Todaro, New York

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept of Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
2	Definition and Process of Development,	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
3	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
4	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
5	Key Concepts in Development - Self Reliance, Dependence, Cultural Identity, Decentralization, Participation	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
6	Areas of Development – Politics, Social And Economic Issues, Agriculture, Population Control, Literacy &	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam

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	Education, Vocational Training, Farm Sector, Public And Private Sector Industries, Health & Family Welfare, Environment Issues			
7	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.1	Mid Term-1, Quiz & End Sem Exam
8	Water Harvesting And Management, Pollution, Climate Change, Energy Consumption, Child Labour, Trafficking, Domestic Violence, Social Justice, Issues Of Inequality, Tribal Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
9	Issues Of Women And Children, Rural Development, Urbanization And Related Problems	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
10	Theories and Paradigms of Development	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
11	Concept of Community, Structure and Organization	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
12	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning and Scope of Community Organization, Pris, Cooperatives	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
14	Tribal, Rural and Urban and Urban Slums,	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
15	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.2	Mid Term-1, Quiz & End Sem Exam
16	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
17	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam

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18	Youth Organizations, Other Organizations for Community Empowermen	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
19	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
20	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
21	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
22	Meaning, Characteristics, Types and Functions of Groups, Stages and Process of Group Formation, Group Norms and Structure	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
23	Development Communication	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
24	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.3	Presentation, Quiz & End Sem Exam
25	Role of Government Organizations in Development Communication Such as Akashwani,	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
27	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
28	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
29	DAVP, IEC Bureau, Resource Centres, Songs and Drama Division, Non-Government Organizations	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
30	Role of NGOs	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam
31	Approaches in Development Communication	Lecture	JMC 313.4	Presentation, Quiz & End Sem Exam

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32	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
33	Communication Planning at National, State, Regional, District, Block and Village Levels, Communication Strategies and Action Plans,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
34	Case Studies, Campaigns, Social Marketing, Social Mobilization, Message Design in Communication, Role of Mass Media: Print, Radio, TV,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
35	Cyber Media and Development: E-Governance, Digital Democracy & E-Chaupal, ICT (Information Communication Technology) & Development, SITE Experiment,	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam
36	Participatory Approaches of Communication, Barriers in Development Communication	Lecture	JMC 313.5	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3

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JMC 313.1	To increase student's knowledge in development communication	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
JMC 313.2	To understand role of different Government and Non-government Organizations in development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
JMC 313.3	*To introduce need of different communication approaches for different settings*	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**
JMC 313.4	To understand the different approaches of development communication	1	2	-	2	2	-	-	-	-	-	**1**	-	**1**
JMC 313.5	To understand the importance of development communication in upliftment of society	2	1	-	2	1	-	-	-	-	-	**1**	-	**1**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2020-21						
Class: MA(J&MC) III Semester						
Subject Name: JMC313 DEVELOPMENT COMMUNICATION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: To increase student's knowledge in development communication						

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CO2. To understand role of different Government and Non-government Organizations in development communication

*CO3. **T**o introduce need of different communication approaches for different settings*

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Development?	3
CO1	Q.2a	Explain the scope of Development Communication.	3
	Q.2b	Explain the 'Concept and Characteristics of a Community.	3
CO2	Q.3	Analyze in detail the Communication Planning at National, State, Regional, District, Block and Village Levels	6
CO2	Q.4	What do you mean by Traditional Media.	3
CO3	Q.5a	Write a short note on E-Governance.	3
	Q.5b	State the importance of Digital Democracy & E-Chaupal.	3
CO3	Q 6	Examine the Barriers in Development Communication.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Development Communication** /Course code ***JMC 313*** is level **2** for the academic year 2020-21.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: EVENT AND BRAND MANAGEMENT
Course Code: JMC 314, Credits: 03, Session: 2020-21 (Odd Sem.), Class: MA(J&MC). III SEM
Faculty Name: Gaurav Chhabra

A. Introduction: To initiate the students into the world of corporate communications, public relations and technical writing. To pave the way for the students to choose the career of professional corporate Communicators.

B. Course Outcomes: At the end of the course, students will be able to:

JMC314.1. Learn the world of corporate communications

JMC314.2. Learn public relations and technical writing.

JMC314.3 To Pave the way for the students to choose the career of professional corporate Communicators.

JMC314.4 Master Tools of Corporate and Brand Communication

JMC314.5 Comprehend Brand Concepts and Strategies

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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C. Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

D. Programme Specific Outcomes:

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

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[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I Introduction to Event Management	25%
Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities. Need for Management of Events. Difference Between Marketing /Advertising and Event Management. Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns. Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	
Module II Corporate Identity	

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Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution, Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt, Case Study-One Event to Be Conducted and Managed by The Students in Groups.	25%
Module III: Brand Concepts and Brand Strategies	
Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source Double Branding, Endorsement Branding.	25%
Module IV: Tools of Corporate & Brand Communication	
Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website Annual Reports: Budget, Timing and General Concepts of The Annual Report, Essentials of Designing A Report, Types of Leaflets, Formal and Informal Invitations, Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms, Social Networking Sites and Current TV: Impact of Citizen Journalism And "Transparency" On Corporate Communications Practice.	25%

Pedagogy for Course Delivery:

- Class lectures
- Class Demo of Equipments
- Class discussion
- Field Assignments

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	15	5	70

H. Text and References:

- Joseph Fernandez, Corporate Communications A 21st Century Primer. New Delhi-Response Books.
- C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore-Himalaya Publishing House.

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- CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
- Sharon Gerson, Technical Writing: Process and Product, Pearson Education
- B.N. Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.
- Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt.Ltd.
- Scott.M. Cutlip, Allen H. Centre. Effective Public Relations. New Jersy-Pentice Hall. Books

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Event Management	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
2	Early Beginnings- Definition of Events.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
3	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
4	Early Beginnings- Definition of Events. Distinction Between Everyday Events and An Event Per-Say, How to Make an Event Out of Ordinary Activities	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
5	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
6	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
7	Need for Management of Events. Difference Between Marketing /Advertising and Event Management.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
8	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
9	Role of Event Management in The Context of Organizational Needs. Events as Part of PR And Corporate Campaigns	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
10	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
11	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam

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12	Understanding the Importance Of – Meetings, Press Conferences, Conventions, Expositions.	Lecture	JMC 314.1	Mid Term-1, Quiz & End Sem Exam
13	Corporate Identity	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
14	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
15	Goal Settings and Objectives, Identifying Target Groups, Situation Analyst Planning Strategies and Execution	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
16	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
17	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
18	Pre-Event and Post Event Activities, Logistics Money Manpower Time and Tech Support, Measuring Success or Failure Lessons Learnt	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
19	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
20	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-1, Quiz & End Sem Exam
21	Study-One Event to Be Conducted and Managed by The Students in Groups	Lecture	JMC 314.2	Mid Term-2, Quiz & End Sem Exam
22	Brand Concepts and Brand Strategies	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam
23	Brand Differentiation, Brand Positioning, Brand Image,	Lecture	JMC 311.3	Mid Term-2, Quiz & End Sem Exam

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	Brand Equity, Brand Extension, Closing Branding Strategies,			
24	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
25	Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies,	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
26	Product Branding, Line Branding, Range Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
27	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
28	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Mid Term-2, Quiz & End Sem Exam
29	Umbrella Branding, Source Double Branding, Endorsement Branding	Lecture	JMC 314.3	Quiz & End Sem Exam
30	Tools of Corporate & Brand Communication	Lecture	JMC 314.3	Quiz & End Sem Exam
31	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
32	Desktop Publishing (DTP), Corporate Communication Through WebsitesEssentials of Designing	Lecture	JMC 314.3	Quiz & End Sem Exam
33	Desktop Publishing (DTP), Corporate Communication Through Websites, Designing of Website	Lecture	JMC 314.3	Quiz & End Sem Exam
34	Designing of Leaflets, Invitations, Blogs, Pod Casting, Chat Rooms,	Lecture	JMC 314.3	Quiz & End Sem Exam
35	(Hate Speech, Memes, Trolls Etc, Online Privacy and	Lecture	JMC 314.3	Quiz & End Sem Exam

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	Preventive Measures), SOPA and PIPA,			
36	ocial Networking Sites and Current TV: Impact of Citizen Journalism And “Transparency” On Corporate Communications Practice	Lecture	JMC 314.3	Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PO3
JMC314.1	To initiate the students into the world of corporate communications.	3	2	2	2	2	2	2	3	3	3	1	2	1
JMC314.2	Learn public relations and technical writing.	3	2	2	2	2	1	2	3	2	3	2	3	2
JMC314.3	To pave the way for the students to choose the career of professional corporate Communicators.	3	2	2	2	2	2	2	3	3	3	3	2	1
JMC314.4	Master Tools of Corporate and Brand Communication	3	2	2	2	2	1	2	3	2	3	2	3	2
JMC314.5	Comprehend Brand Concepts and Strategies	3	2	2	2	2	2	2	3	3	3	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

III MID-SEMESTER (SEM –III)2020-21

Class: MA(J&MC) III Semester

Subject Name: JMC314 EVENT AND BRAND MANAGEMENT	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1: To initiate the students into the world of corporate communications.

CO2. Learn public relations and technical writing.

CO3. To pave the way for the students to choose the career of professional corporate Communicators.

CO4. Master Tools of Corporate and Brand Communication

CO5. Comprehend Brand Concepts and Strategies

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Event Management?	3
CO1	Q.2a	Explain the scope of Event Management.	3
	Q.2b	Explain the 'Distinction Between Everyday Events and An Event Per-Say.	3
CO5	Q.3	Analyze in detail the Events as Part of PR And Corporate Campaigns	6
CO2	Q.4	What do you mean by Corporate Identity.	3
CO4	Q.5a	Write a short note on Brand Strategies.	3
	Q.5b	State the importance of Social Networking Sites .	3
CO3	Q 6	Examine the Impact of Citizen Journalism And "Transparency" On Corporate Communications Practice	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course EVENT AND BRAND MANAGEMENT /JMC 314 is level 2 for the academic year 2020-21.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : WEB DESIGNING
Course Code : JMC 315, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : MA (J&MC) III Semester
Faculty Name : Dr Pranav Mishra

A. Introduction: The objective of this course is to familiarize the students with the understanding of web designing process and different designs, principles and life cycle of digital and print production process.

B. Course Outcomes: At the end of the course, students will be able to:
JMC315.1. Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.
JMC315.2. Study the history of graphic design to the present era.
JMC315.3. Study the layout theory applied to digital and print production.
JMC315.4. Understand the mechanics, principles, and life cycle of the digital publishing process.
JMC315.5. Understand the Web Designing production process

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further

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studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques,

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planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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D. Syllabus

	Weightage (%)
Module I: Story of Design and Introduction of Layout	**30%**
• What Is Design, Introduction to Design • Role of Design in Society, Impact/Function of Design • Indigenous Design Practices, Role of Design in the Changing Social Scenario. • Role and Responsibility of Designers, Types of Layout.	
Module II Digital Publication	**40%**
• Trends In Digital Publishing, Understanding The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines; Continuation Line: Jump Lines, Continuation Heads; End Sings; • Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, • Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation. • Creating Effects for Presentation, Creating Interactive Mood Board, • Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash • In-Design to Flash Production Concept.	
Module III Print Production Essentials	**30%**
• Digital Printing and Types of Digital Printing Devices, • Types of Jobs That Are Appropriate for Digital Printing, • Digital Consideration, Digital Colour, Large- • Format Output, Variable Data	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Harrower, 2008, the Newspaper Designer's Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Graphic Design, Allworth Press
- Drucker, McVarish, 2008, Graphic Design History: A Critical Guide, Pearson

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding	Mode of Assessing CO

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			g CO	
1	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
2	Story of Design and Introduction of Layout	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
3	What Is Design, Introduction to Design.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
4	What Is Design, Introduction to Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
5	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
6	Role of Design in Society, Impact/Function of Design	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
7	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
8	Indigenous Design Practices, Role of Design in The Changing Social Scenario.	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
9	Role and Responsibility of Designers	Lecture	JMC 315.1	Mid Term-1, Quiz & End Sem Exam
10	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
11	Types of Layout	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
12	Digital Publication	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
13	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
14	Trends In Digital Publishing, Understanding	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
15	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
16	The Basic Terms For Newspaper:	Lecture	JMC 315.2	Mid Term-1

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	Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;			Quiz & End Sem Exam
17	The Basic Terms For Newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation Head, Page Number, By-Lines;	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
18	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.2	Mid Term-1, Quiz & End Sem Exam
19	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
20	Continuation Line: Jump Lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation	Lecture	JMC 315.3	Mid Term-1, Quiz & End Sem Exam
21	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
22	Creating Effects for Presentation, Creating Interactive Mood Board	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
23	Setting Up In-Design For Designing Digital Documents, Creating A Slide Presentation, Advanced PDF Presentation.	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
24	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.3	Presentation, Quiz & End Sem Exam
25	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
27	Creating Digital Portfolio, Creating A Digital Magazine with In-Design and Flash	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

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28	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
29	In-Design to Flash Production Concept.	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
30	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
31	Digital Printing and Types of Digital Printing Devices	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
32	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
33	Types of Jobs That Are Appropriate for Digital Printing	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam
34	Types of Jobs That Are Appropriate for Digital Printing	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
35	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	MBM 315.4	Presentation, Quiz & End Sem Exam
36	Digital Consideration, Digital Colour, Large-Format Output, Variable Data	Lecture	JMC 315.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO	PO	PO	PO	PO	PO	PO	PO	PO	PO10	PS	PS	PS

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		1	2	3	4	5	6	7	8	9		O 1	O 2	O 3
JMC 315.1	Study of the entire print reproduction process from idea formulation to designer's drawing board to the printer's finished product.	3	3	1	3	1	2	2	1	2	2	-	-	-
JMC 315.2	Study the history of graphic design to the present era.	3	2	2	2	2	1	2	3	2	3	-	-	-
JMC 315.3	Study the layout theory applied to digital and print production.	3	2	2	2	2	2	2	3	3	3	-	-	-
JMC 315.4	Understand the mechanics, principles, and life cycle of the digital publishing process.	1	2	2	1	3	3	1	2	2				
JMC 315.5	Understand the Web Designing production process	3	1	3	3	1	1	2	2	2				

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication MID-SEMESTER (SEM-III) 2020-21						
Class: MA(J&MC) III Semester						
Subject Name: JMC 315 WEB DESIGNING		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q.5	Q.6
Student will be able to CO1: Understand the communication process CO2: Learn about different Models and Theories of Communication						

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CO Map	Question No.	Question	Marks
CO1	Q.1	Explain types of layouts in web designing.	3
CO1	Q.2a	Write about the role of design in changing social scenario.	3
	Q.2b	What are the basic factors required for creating a digital portfolio?	3
CO1	Q.3	Define Pull-quotes and Mood-boards with suitable example.	6
CO2	Q.4	Write short notes on (a) Master-head & (b) Jump lines used in newspaper.	3
CO2	Q.5a	Explain Creating A Digital Magazine with In-Design and Flash In-Design to Flash Production Concept.	3
	Q.5b	Explain Digital Printing and Types of Digital Printing Devices.	3
CO2	Q6	Explain the types of Jobs that are appropriate for Digital Printing	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **WEB DESIGNING** /Course code ***JMC 315*** is level **2** for the academic year 2020-21.

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Course Handout
Course Name : Anchoring & Newsroom Practices
Course Code : JMC 316 , Credits : 3 Session : 2020-21 Class : MA J&MC III
Faculty Name : Manish Dubey

A. **Introduction:** "Anchoring & Newsroom Practices" hones students' skills in news presentation and newsroom operations, focusing on the dynamic world of broadcast journalism. Participants will master the art of credible news delivery while gaining insights into newsroom dynamics, editorial processes, and collaborative practices.

B. **Course Outcomes:** At the end of the course, students will be able to:
JMC 316.1. Understand How to Read News
JMC 316.2. Analyze Different Art of Anchoring
JMC 316.3. Identify, implement and evolve strategies for Newsroom Practices
JMC 316.4. Enable students to have indepth learning about Working of Newsroom
JMC 316.5 Understand planning and crisis management of media industry

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize

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and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

Modules	**Weightage (%)**
Module I How to Read	**35%**
Descriptors/Topics Diction, Pronunciation, Style, Grammar, Voice Modulation Appearance, Command Over Language, Understand What You Say, Difference Between a Live and Recorded Programme Anchoring, Challenges Of a Live Bulletin	
Module II Art of Anchoring	
Descriptors/Topics Anchoring for Various Formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring Interviews: One to One, News Journal, Celebrity, Political, Reality Shows: Dance Show,	

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Talent Show, Danger Shows, Award Function, Entertainment Shows: Film Review, Celebrity, Box Office Review, Film Gossips Sports or Business Show Match Review, Player Review, Post Match PC, Match Analyses, Sensex, Nifty, Real Estate, Shares, Documentary: On Location, Description of Location, Show, News Bulletin Knowledge of Daily News, Talk Shows: Political, Business, Entertainment, Current Affairs	**30%**
Module III Newsroom Practices	**35%**
Descriptors/Topics TV Newsroom Structure, Process of Broadcast of a News Report, INGEST: Feed, FTP, Recording, Desk Output: Rundown, Ticker, Planning, Prep, Video Editing, Graphics, PCR: Switcher, Sound, Play Out, CG, Teleprompter MCR: Scheduling of Programmes, Scheduling of Advertisements, Time Management, Content Crisis Management, Collecting Information, Shots and Bytes/ Counter Bytes, On Location Shoot, PTC's: Definition, Concept, Types, Requirement, LIVE: Deferred, On Location, Actual, Impact on Viewers, Team Involved	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- The Broadcast Journalism Handbook: A Television News Survival Guid By Robert Thompson, Cindy Malone
- News Casting in Electronic Media, by Mohan Sundara Rajan
- On Camera : How to Report Anchor and Interview by Nancy Reardon
- Power Performance: Multimedia Storytelling for Journalism and Public

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Relations by Tony Silvia, Terry Anzur

- Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

References

- The ABC of News Anchoring By Richa Jain Kalra
- Watching Various International/National News Channels regularly

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Diction, Pronunciation, Style	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
2	Grammar, Voice Modulation	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
3	Appearance, Command Over Language	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
4	Understand What You Say, Difference Between a Live and Recorded Programme Anchoring	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
5	Challenges Of a Live Bulletin	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
6	Anchoring for Various Formats	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
7	Business, Sports, Entertainment, Crime, Live Programming, News Programming, Anchoring	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
8	Anchoring for Various Formats	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
9	Interviews: One to One	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
10	News Journal, Celebrity, Political, Reality Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
11	Dance Show, Talent Show	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
12	Danger Shows, Award Function, Entertainment Shows	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
13	Film Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
14	Celebrity, Box Office Review	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
15	Film Gossips	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam

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16	Sports or Business Show Match Review	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
17	Player Review	Lecture	JMC 316.5	Mid Term-1, Quiz & End Sem Exam
18	Digital Native	Lecture	JMC 316.4	Mid Term-1, Quiz & End Sem Exam
19	Post Match PC	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
20	Match Analyses	Lecture	JMC 316.1	Mid Term-1, Quiz & End Sem Exam
21	Sensex, Nifty	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
22	Real Estate, Shares	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
23	Documentary	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
24	On Location, Description of Location	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
25	Show, News Bulletin Knowledge of Daily News	Lecture	JMC 316.4	Mid Term-2, Quiz & End Sem Exam
26	Talk Shows: Political, Business	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
27	Applications, laws and Ethics	Lecture	JMC 316.3	Mid Term-2, Quiz & End Sem Exam
28	Entertainment, Current Affairs	Lecture	JMC 316.5	Mid Term-2, Quiz & End Sem Exam
29	TV Newsroom Structure	Lecture	JMC 316.4	Quiz & End Sem Exam
30	Process of Broadcast of a News Report	Lecture	JMC 316.4	Quiz & End Sem Exam
31	INGEST: Feed, FTP, Video Editing, Graphics, PCR	Lecture	JMC 316.5	Quiz & End Sem Exam
32	Recording, Desk Output	Lecture	JMC 316.5	Quiz & End Sem Exam
33	Rundown, Ticker, Planning, Prep	Lecture	JMC 316.5	Quiz & End Sem Exam

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34	Content Crisis Management	Lecture	JMC 316.4	Quiz & End Sem Exam
35	Actual, Impact on Viewers, Team Involved	Lecture	JMC 316.5	Quiz & End Sem Exam
36	Switcher, Sound, Play Out, CG, Teleprompter	Lecture	JMC 316.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 316.1.	Understand How to Read News	3	3	1	3	1				2		2	1			
JMC 316.2.	Analyze Different Art of Anchoring	3	2	2	2	2				2		1	1			
JMC 316.3.	Identify, implement and evolve strategies for Newsroom Practices	3	2	2	2	2				3		3	1			
JMC 316.4.	Enable students to have indepth learning about Working of Newsroom	3	3	2	3	2				1		2	1			
JMC 316.5	Understand planning and crisis management of media industry	2	2	1	2	3				2		2	1			

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Sample Question Paper

Sample Amity School of Communication 2020-21						
Class: MA J&MC Anchoring & Newsroom Practices III Semester						
Subject Name: **Anchoring and News Room Practices**		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Why is good diction important in anchoring?	6
CO1	Q.2	How does an anchor's appearance contribute to program success?	6
	Q.3	What challenges do anchors face during live broadcasts?	6
CO1	Q.4	How does anchoring differ in celebrity interviews compared to political interviews?	6
CO2	Q.5	Name two techniques for effective voice modulation in news anchoring.	6
CO2	Q.6	Identify challenges in anchoring talent shows and briefly explain.	6
	Q.7	What's crucial when anchoring sports shows, especially in post-match analyses?	10
CO2	Q.8	Differentiate between traditional and modern approaches to study Political Science.	10
CO3	Q.9	Explain why diction and style are important in communication.	10
CO3	Q.10	Briefly describe the stages of a newsroom workflow from information intake to broadcast.	20

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Anchoring & Newsroom Practices*** /Course code ***JMC 316*** is level **3** for the academic year 2020-21.

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Amity School of Communication	
Course Handout	
Course Name : Media Laws & Ethics	
Course Code : JMC 317	**Crédits :** 03
Session : 2020-21 (Odd Sem.),	**Class :** MA (J&MC). 2nd Year
Faculty Name : Dr. Adhirit Chandra Pati Tripathi	

A. **Introduction:** This subject will give students a broad knowledge of ethical issues and legal restraints placed upon media. And students will study the various regulatory aspects of media. Their various stakeholders in content regulation of the media.

A. Course Outcomes: At the end of the course, students will be able to:

JMC317.1. To introduce students to ethical issues and legal restraints placed upon media.

JMC317.2. To discuss the conflicting traditions of a free but regulated mass media.

JMC317.3. To describe the various media laws.

JMC317.4. To understand the context and framework of media regulation in India.

JMC317.5. To discuss the issues arising from regulation of the media.

JMC317.6. To locate the role of various stakeholders in content regulation of the media.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

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Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

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B. Syllabus

Module I: Media Ethics

Ethical Framework, Ethics in Journalism, Press as The Fourth Estate, Code of Conduct for Journalists, Press Council Guidelines, Confidentiality of Sources. Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials, Private Treaties, Case Studies (National and
International)

Module II: Freedom of Press

Constitutional Provisions of Freedom of Speech and Expression, Restrictions on Freedom of Speech and Expression, Law on Sedition, Morality, Obscenity and Censorship

Module III: Media Laws

Introduction to The Legal System in India, Defamation, Contempt of Court Right to Privacy, Intellectual Property Rights (Copyright), Right to Information
Cinematograph Act, Indecent Representation of Women Act.

Module IV: Media Regulation

Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)
Framework of Broadcast Regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, the Role of Stakeholders in Content Regulation, Self-Regulation

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al. (2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al. (2011). Media Ethics

C. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Media Ethics	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
2	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
3	Ethical Framework, Ethics in Journalism	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam

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4	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
5	Editorial Content & Integrity, Trends in Commercialization: Paid News, Advertorials,	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
6	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
7	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
8	Private Treaties, Case Studies (National and International)	Lecture	JMC 317.1	Mid Term-1, Quiz & End Sem Exam
9	Freedom of Press	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
10	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
11	Constitutional Provisions of Freedom of Speech and Expression	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
12	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
13	Restrictions on Freedom of Speech and Expression,	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
14	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.2	Mid Term-1, Quiz & End Sem Exam
15	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 317.3	Mid Term-1, Quiz & End Sem Exam
16	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
17	Law on Sedition, Morality, Obscenity and Censorship	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
18	Media Laws	Lecture	JMC 316.2	Mid Term-1, Quiz & End Sem Exam
19	Media Laws	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
20	Introduction to The Legal System in India,	Lecture	JMC 316.3	Mid Term-1, Quiz & End Sem Exam
21	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
22	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam

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23	Defamation, Contempt of Court	Lecture	JMC 316.3	Presentation, Quiz & End Sem Exam
24	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.3	Presentation, Quiz & End Sem Exam
25	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
27	Right to Privacy, Intellectual Property Rights (Copyright	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
28	Defamation, Contempt of Court	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
29	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
30	Media Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
31	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
32	Regulatory Bodies for Print, Broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
33	Framework of Broadcast Regulation in India,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
34	Cable Television Regulation Act, 1995, Content Regulation on Television,	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
35	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam
36	The Role of Stakeholders in Content Regulation, Self-Regulation	Lecture	JMC 317.4	Presentation, Quiz & End Sem Exam

D. Course Articulation Matrix

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E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES												
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 317.1	To introduce students to ethical issues and legal restraints placed upon media	3	2	3	3	2	2	2	2	3	3	-	-	-
JMC 317.2	To discuss the conflicting traditions of a free but regulated mass media	2	2	2	3	3	2	13	3	3	3	-	-	-
JMC 317.3	To describe the various media laws	3	2	3	3	3	2	3	3	3	3	-	-	-
JMC 317.4.	To understand the context and framework of media regulation in India													
JMC 317.5.	To discuss the issues arising from regulation of the media													
JMC 317.6.	To locate the role of various stakeholders in content regulation of the media													

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Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –III) 2020-21						
Class: MA(J&MC) III Semester						
Subject Name: Media Ethics & Law JMC 317		**Time: 1.5Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms Taxonomy	**Remembering**	**Understanding**	**Applying**	**Analyzing**	**Evaluating**	**Creating**
Question Mapping	Q.1,4	Q.2,4	Q.3	Q.5.b,6	Q.4,5. a	Q.5.b

Student will be able to

CO1: Understanding the role of press in a democratic society.

CO2: Learn about the fundamental rights along with articles mentioned in the constitution.

CO Map	Question No.	Question	Marks
CO1	Q.1	Describe Press as The Fourth Estate.	3
CO1	Q.2a	Write the difference between Paid News & Advertorials	3
	Q.2b	What are the Constitutional Provisions of Freedom of Speech and Expression?	3
CO1	Q.3	Write a short note on (a) Defamation & (b) Contempt of Court.	6
CO2	Q.4	Write about Intellectual Property Rights.	3
CO2	Q.5a	Explain the role of Censor Board in media regulation.	3
	Q.5b	Discuss the Role of Stakeholders in Content Regulation.	3
CO2	Q 6	Write a note on(a) Obscenity and (b) Censorship.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Laws & Ethics /Course code ***JMC 317*** is level **3** for the academic year 2020-21.

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MADHYA PRADESH
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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Media Economics
Course Code : JMC 318, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : MA (J&MC) III Sem
Faculty Name : Siddharth Sharma

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:

JMC318.1. Enable students to understand the various nuances of related to Media Economics

JMC318.2. Help students to analyse the various Media Ownership Patterns

JMC318.3. Enable students to strengthen their knowledge about the Media Business

JMC318.4. understand the concept of ownership with regards to different media outlets

***JMC318*.5.** Understand the Production and functioning of media networks

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think ‘out of the box’ to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

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[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Basics of Media Economics	**20%**
Descriptors/Topics An Introduction to Media Economics Theory and Practice, Economics and Media Regulation, Supply and Demand, Elasticity of Demand and Supply, Types of Media Markets, New Trends in Media Industry	
Module II Structure and Change	**20%**
Descriptors/Topics Indian Media Industry: Organisation Structure and Challenges, The Economics of International Media, Global Media Conglomerate, Diversification for Business Development- Examples from Various Media Houses	
Module III Media Ownership	

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Descriptors/Topics Media, Markets and Public Spheres, How Business Strategy Shapes Media Content, How Media Business Influences Society, Ownership and Control, Contemporary Start up Culture in Indian Scenario, Organizations related to Media Industry- WanIfra, INS, Editors' Guild etc.	**30%**
Module IV Media Networks, Associations and Guilds	**30%**
Descriptors/Topics The Broadcast Television Networks, Contemporary Radio Industry : Revenue Generation and Challenges, Online Media : Concept of Online Profit Making via YouTube and Social Media, Organic and Inorganic Reach, Concept of Pay Per Click, Social Media Advertising, Crypto Currency, Online Banking Practices and Limitations	

E. Examination Scheme:

Components	A	Project	IE	EE/Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Potter, W. J. (2013). Media Literacy. Sage Publications
- Doyle, G. (2013). Understanding Media Economics. SAGE Publications Limited.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. J. (2010). Understanding Ethnic Media: Producers, Consumers, and Societies, Sage
- Kumar Keval J, Mass Communication in India
- Albarran, A. B. (2002) Media economics. John Wiley & Sons, Ltd.

References

- Various Business Magazines like Economic & Political Weekly, Economist etc
- Daily Business Newspapers
- Business News and Media Analysis Websites

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Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

G. Prectical Plan

Prectical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
2	An Introduction to Media Economics Theory and Practice	Lecture	JMC411.1	Project & Viva
3	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
4	, Economics and Media Regulation, Supply and Demand,	Lecture	JMC411.1	Project & Viva
5	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
6	Elasticity of Demand and Supply	Lecture	JMC411.1	Project & Viva
7	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
8	Types of Media Markets,	Lecture	JMC411.1	Project & Viva
9	New Trends in Media Industry	Lecture	JMC411.2	Project & Viva
10	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
11	Indian Media Industry: Organisation Structure and Challenges,	Lecture	JMC411.2	Project & Viva
12	The Economics of International Media,	Lecture	JMC411.2	Project & Viva
13	The Economics of International Media,	Lecture	JMC411.2	Project & Viva

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14	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
15	Global Media Conglomerate,	Lecture	JMC411.2	Project & Viva
16	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
17	Diversification for Business Development	Lecture	JMC411.2	Project & Viva
18	Examples from Various Media Houses	Lecture	JMC411.3	Project & Viva
19	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
20	Media, Markets and Public Spheres	Lecture	JMC411.3	Project & Viva
21	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
22	, How Business Strategy Shapes Media Content, How Media Business Influences Society	Lecture	JMC411.3	Project & Viva
23	Ownership and Control	Lecture	JMC411.3	Project & Viva
24	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
25	Contemporary Start up Culture in Indian Scenario	Lecture	JMC411.3	Project & Viva
26	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
27	Organizations related to Media Industry- WanIfra, INS, Editors' Guild	Lecture	JMC411.3	Project & Viva
28	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
29	The Broadcast Television Networks	Lecture	JMC411.3	Project & Viva
30	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.3	Project & Viva
31	Contemporary Radio Industry : Revenue Generation and Challenges,	Lecture	JMC411.4	Project & Viva
32	Online Media : Concept of	Lecture	JMC411.4	Project &

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	Online Profit Making via YouTube and Social Media			Viva
33	Online Media : Concept of Online Profit Making via YouTube and Social Media	Lecture	JMC411.4	Project & Viva
34	Organic and Inorganic Reach	Lecture	JMC411.5	Project & Viva
35	Concept of Pay Per Click, Social Media Advertising	Lecture	JMC411.5	Project & Viva
36	Crypto Currency, Online Banking Practices and Limitations	Lecture	JMC411.5	Project & Viva

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC 318.1	Enable students to understand the various nuances of related to Media Economics	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.2	Help students to analyse the various Media Ownership Patterns	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.3	Enable students to strengthen their knowledge about the Media Business	1	1	1	1	-	-	-	-	-	-	**1**	-	-
JMC 318.4	Understand the Production *and functioning of media networks*	1	1	1	1	-	-	-	-	-	-	**1**	-	-

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JMC 318.5	Understand Production Process	1	1	1	1	-	-	-	-	-	-	**1**	-	-

Amity School of Communication MID-SEMESTER(SEM-III) 2020-21						
Class: MAJMC III Sem						
Subject Name: JMC 318 Media Economics		Time: 1.5 Hrs			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

The student will be able to
CO1: Enable students to understand the various nuances of related to Media Economics

CO2: Help students to analyse the various Media Ownership Patterns

CO Map	Question No.	Question	Marks
CO1	Q.1	What is media economics?	3
CO1	Q.2a	What do you understand by supply and demand?	3
	Q.2b	What are different types of media market/	3
CO2	Q.3	What do you understand by organizational structure	6
CO2	Q.4	Shed some light on Indian economics	3
CO2	Q.5a	What is diversification of business	3
	Q.5b	How global media conglomerate operates	3
CO2	Q6	What are the challenges faced by media organization?	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media Economics**/Course code ***JMC 318*** is level 3 for the academic year 2020-21.

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DEPARTMENT OF POLITICAL SCIENCE
Course Handout
Course : Film Appreciation
Course Code : JMC 411, Crédits : 03, Session : 2020-21 (Odd Sem.), Class : MA (J&MC) 2nd Year
Faculty Name : Siddharth Sharma

A. Introduction: This course focuses on the basics of filmmaking and cinema techniques The ability to analyse and put film studies in proper perspective will be intended during the course. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

B. Course Outcomes: At the end of the course, students will be able to:

JMC411.1. Students are introduced to the principles and methodology of filmmaking

JMC411.2. They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.

JMC411.3 Documentary realism will be pitted against mainstream commercial film genres.

JMC*411*.4 Students will learn about different film genres and the difference between them

JMC*411*.5: Students will learn about the global cinema and will produce short films.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as

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professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Programme Outcomes:

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

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[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and skilfully visualize and interpret findings. Derive novel insights to

craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

Modules	**Weightage (%)**
Module I Film Production	
Descriptors/Topics Development stage, Pre-production, Production, Post Production, Distribution, promotion & Release **Scriptwriting:** Narrative Composition: 3 plot structure, Characterization & Dramatic Structure, Scriptwriting formats, step outline & shot break down	**30%**

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Screen Play, Storyboarding & shooting script., Script selection, Writing proposal **Production:** Key members of film production unit, Role of producer & director, Role of production manager, Budgeting & budgeting formats, Scheduling & Reece, Casting and source of casting	
Module II **Camera,** **Lighting and** **Editing**	**30%**
Descriptors/Topics Camera Formats, Functions & Operations of Camera, Camera Mounts Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel White Balance & Color Temperature, Lighting in Films, Linear & Non-Linear Editing, Online and Offline Editing, Technical Vs Creative Editor, Basic Transitions, Match Cut, Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence, Music Video etc, Use of Graphics & Animation, Basics Operations of Final Cut Pro	
Module III Documentaries Film Making and Marketing of Film	**20%**
Descriptors/Topics Producing a Documentary, Types of Documentary Films, Scripting Documentary Film, Post-Production Techniques of Documentaries, Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors, Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival, Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes, Strategies to Garner Profit: Multi Theatre or Single Theatre Release	
Module IV Film Genre	**20%**
Descriptors/Topics Film Genres: Types, Categories, Classifications or Groups of Films General Ideas on Art Theory as a Consumer Habit as Audience Sound and Aesthetics of Sound	

A. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %

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Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

B. Syllabus

C. Examination Scheme:

Components	**A**	**MT**	**IE**	**EE**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

D. Suggested Text/Reference Books:

Text and References:

Television Production Handbook; Zettl, Herbert

- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K.
- Broadcast News Production; Schultz, Brad
- Digital Broadcasting Journalism; Sharma, Jitendra K.
- Broadcast journalism; Boyd, Andrew
- Broadcast journalism; Cohler, David Keith
- Television & Social change in Rural India; Johnson, Kirk
- Producing Public Television, Producing Public Culture; Dornfeld, Barry

E. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Film Production	Lecture	**JMC*41.1***	Mid Term-1, Quiz & End Sem Exam
2	Development Stage, Pre-Production,	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam

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3	Production, Post Production,	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
4	Distribution, Promotion & Release Scriptwriting: Narrative Composition:	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
5	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
6	Plot Structure, Characterization & Dramatic Structure, Scriptwriting Formats, Step Outline & Shot Break Down	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
7	Scriptwriting Formats, Step Outline & Shot Break Downigital Media and Virtual Reality	Lecture	JMC 411.1	Mid Term-1, Quiz & End Sem Exam
8	Screen Play, Storyboarding & Shooting Script., Script Selection, Writing Proposal)	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
9	Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
10	New Media Literacy Production: Key Members of Film Production Unit, Role of Producer & Director, Role of Production	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
11	Manager, Budgeting & Budgeting Formats, Scheduling & Reece, Casting and Source of Casting	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
12	Scheduling & Reece, Casting and Source of Casting Camera, Lighting and Editing	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
13	Lighting Equipments, Continuous Lighting, Studio Lighting, Filters & Gel	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
14	White Balance & Colour Temperature, Lighting in Films, Linear & Non-Linear Editing,	Lecture	JMC 411.2	Mid Term-1, Quiz & End Sem Exam
15	White Balance & Colour Temperature, Lighting in Films,	Lecture	JMC 411.2	Mid Term-1, Quiz & End

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	Linear & Non-Linear Editing,			Sem Exam
16	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
17	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
18	Digital Dark Age, Digital Dementia	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
19	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
20	Jump Cut, Cut-In & Cut-Away, Parallel Cutting & Inter-Cutting, Intellectual Editing & Montage Theory	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
21	Techniques of Editing- Action Sequence, Comedy Sequence, Romantic Sequence, Conversation Sequences, Chasing Sequence	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
22	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
23	Music Video Etc, Use of Graphics & Animation,	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
24	Basics Operations of Final Cut Pro	Lecture	JMC 411.3	Presentation, Quiz & End Sem Exam
25	Documentaries Film Making and Marketing of Film	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
27	Producing a Documentary, Types of Documentary Films,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
28	Scripting Documentary Film, Post-Production Techniques of Documentaries,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
29	Narration and Voice-Over Style, Importance of Research in Documentary Film, Pitching the Producer & Distributors	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
30	Packaging of Final Product Marketing and Promotion Strategies, Exhibition & Film Festival,	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam

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31	(Funding Agencies and Financial Issues, Associations and Guilds, Changing Audience Perceptions and Tastes	Lecture	JMC 411.4	Presentation, Quiz & End Sem Exam
32	Strategies to Garner Profit: Multi Theatre or Single Theatre Release	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
33	Film Genres:	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
34	Types, Categories, Classifications or Groups of Films	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
35	General Ideas on Art Theory as a Consumer Habit as Audience	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam
36	Sound and Aesthetics of Sound	Lecture	JMC 411.5	Presentation, Quiz & End Sem Exam

Pedagogy for Course Delivery:

- Lecture delivery
- Presentations
- Question-discussion
- Analysis of Current media scenario.
- Writing exercises

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
JMC411.1	Students are introduced to principles and methodology of	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

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	filmmaking													
JMC4 11.2	*They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.*	-	2	1	1	-	1	-	-	-	1	**3**	**-**	**-**
JMC4 11.3	*Documentary realism will be pitted against mainstream commercial film genres.*	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**
JMC4 11.4	Students will learn about different film genres and the differences between them	-	2	1	1	-	1	-	-	-	1	**3**	**-**	**-**
JMC4 11.5	Students will learn about the global cinema and will produce short films.	-	1	2	1	-	1	-	-	-	1	**2**	**-**	**-**

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication I MID-SEMESTER (SEM –IV) 2020-21						
Class: MA(J&MC) III Semester						
Subject Name: JMC 411 Film Appreciation		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,	Q.2 & 3	Q.4	Q.2	Q.5	Q.6
Student will be able to CO1: Students are introduced to principles and methodology of						

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filmmaking *CO 2They will be expected to learn about camera lighting and editing. Apart from filmmaking, preliminary idea to film appreciation will also be introduced.*			
CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by Film Pre-Production?	3
CO1	Q.2a	Explain the scope of Script Selection.	3
	Q.2b	Explain the 'Role of Production Manager.	3
CO2	Q.3	Analyze in detail the Camera Formats, Functions & Operations of Camera.	6
CO2	Q.4	What do you mean by Basics Operations of Final Cut Pro.	3
CO1	Q.5a	Write a short note on Documentary Films.	3
	Q.5b	State the importance of Exhibition & Film Festival.	3
CO2	Q 6	Examine the to Garner Profit: Multi Theatre or Single Theatre Release.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Film Appreciation** /Course code ***JMC 411*** is level 3 for the academic year 2020-21.

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MADHYA PRADESH
Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course Name : Media Analysis and Current Affairs
Course Code : JMC 412. Crédits : 3, Session : 2020-21 (EVEN), Class JMC 4th Semester
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The goal of this course is to acquaint aspiring professionals in media analysis and current affairs with essential techniques in critical analysis, statistical methods, and data interpretation. It seeks to provide students with a solid foundation in intermediate to advanced analytical concepts, empowering them to navigate the complexities of media analysis and stay abreast of current affairs in a proficient manner within their disciplines.

B. **Course Outcomes:** At the end of the course, students will be able to:

- JMC-412.1-Students will select the Language of news and fundamentals and content
- JMC-412.2-Students will understand the relationship between theory and practice
- JMC-412.3- Students will be classifying various fascinating aspects of current affairs and news
- JMC-412.4-Students will be able to define the crucial fine points that make Cine
- JMC-412.5-To create a simple script and implement a shoot based on the same

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: Students will develop technical expertise in various fields of media, mass communication, and related disciplines. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Journalism and mass communication students will showcase proficient interpersonal skills, both within team environments and in professional settings.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in journalism and mass communication will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Program Outcomes

[PO.1]. Professionalism: Understanding of professionalism, ethics, quality performance, sustainability and allow them to be professional leaders and contributors to society through their proactive and constructive work.

[PO.2]. Domain Knowledge and Skills: Comprehensive knowledge, and understanding of all domains of Journalism and Mass Communication and their interdisciplinary and multidisciplinary relationship with other related fields. Practical, professional, and procedural knowledge to carry out highly skilled works in media and communication fields.

[PO.3]. Selecting the Media Domain: The course enables students to develop their own focused area of interest. The work-related experiences can potentially lead to a broad spectrum of cultural, media-based, and artistic activities from interpersonal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relations, corporate communication to advertising.

[PO.4]. Lifelong Learning: Journalism and mass communication students will display interest in lifelong learning including studies leading to professional licensure or higher studies in the field that provides for continued development of their technical ability and creative skills.

[PO.5]. Critical Thinking: Take informed actions after identifying the relevant assumptions that frame our thinking and actions, evaluating the policies, and practices to draw valid conclusions and support them with evidence.

[PO.6]. Digital and technological skills: Understand the use of ICT to access, evaluate, and use a variety of relevant Mass Communication related information sources, and use appropriate software for analysis of data.

[PO.7]. Creativity: Innovate and think 'out of the box' to handle complex tasks from multiple perspectives and unfamiliar contexts by adopting innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.

[PO.8]. Progressive and Enterprise Development: Impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

[PO.9]. Research Orientation and skills: Developing a keen sense of observation, ability of questioning, application of research tools & techniques, planning & execution of investigations, following research ethics in the field of Mass Communication.

[PO.10]. Collaborating and coordination skills: Developing a keen sense of working in team spirit, feeling of collaboration and cooperation.

Program Specific Outcomes

[PSO.1]. Creative Conceptualization and Management: Demonstrate the ability to conceptualize projects spanning various domains in TV, Radio, Print, Digital media, and films. Employ diverse methods to gather requisite information and proficiently design, execute, and manage media initiatives.

[PSO.1]. Data Visualization and Storytelling: Apply expertise in different realms of Journalism and Mass Communication to conduct thorough research, analyze data, and

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skilfully visualize and interpret findings. Derive novel insights to craft engaging narratives addressing diverse issues.

[PSO.3]. Research and Teaching Proficiency: Apply knowledge from diverse areas of journalism and mass communication to conduct insightful research, analyze data, and derive innovative findings. Effectively apply this acquired knowledge in delivering content in educational settings, contributing to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus:

Course Contents/Syllabus:

	Wei
Module I Overview	**20%**
What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	
Module II Analysis of National and International News and Current Affairs	**20%**
Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	

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Module III Global Economic Trends and Issues	**20%**
Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates, World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	
Module IV Indian Topical Issues and Their Backgrounders	**20%**
Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	

Pedagogy for Course Delivery:

The class will be taught using theory, discussion, practical and case based method. Film clips specially belonging to particular eras will be screened. Discussion based learning especially in the context of Indian cinema will be undertaken. Home assignments and presentation will be a component of the course. In case of a specific event in the city involving cinema, students will be taken on field trip for the same. Written assignments on scriptwriting will be included. Workshop and interactive method will be used to hone skills in script writing.

Lab/ Practicals details, if applicable: List of Experiments:

- A 2- 3 minute film on a certain theme.
- Film Viewing sessions
- Film Appreciation exercises
- Script writing sessions

E. Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examinatio
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	70
Weightage (%)	05	05	10	10	

F. Suggested Text/Reference Books:

- Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
- Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

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G. Lecture Plan:

H. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
2	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
3	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
4	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
5	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
6	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam

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	on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News			
7	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
8	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
9	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.1	Mid Term-1, Quiz & End Sem Exam
10	What Makes News? Understanding News/News Values News Selection: Theories of Agenda Setting, Spiral of Silence Etc Debate on Objectivity (Bias) And Subjectivity Building News Sources and Credibility of News	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
11	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam

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12	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
13	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
14	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
15	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Practical	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
16	Classroom Discussions on National and International	Lecture	JMC 412.2	Mid Term-1, Quiz &

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	News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			End Sem Exam
17	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.2	Mid Term-1, Quiz & End Sem Exam
18	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
19	Classroom Discussions on National and International News Comparative Analysis of News Treatment in Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam
20	Classroom Discussions on National and International News Comparative Analysis of News Treatment in	Lecture	JMC 412.3	Mid Term-1, Quiz & End Sem Exam

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	Various News Papers and TV Channels. Background of Important News, Relevance of These Reports to India And the World Community or Why They Are Considered to Be Important, Restructuring The UN			
21	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
22	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
23	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam

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	Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum			
24	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
25	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Lecture	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
26	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion;	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam

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	The Asian Development Bank; World Economic Forum			
27	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.3	Mid Term-2, Quiz & End Sem Exam
28	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
29	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam

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30	Profile of The Indian Economy (Industry, Agriculture, Infrastructure, Growth Rates,World Ranking, Role of Planning, Budgets and Government Policies) The World's Top 5 Economies and Emerging World Powers - 2025 Regional Economic Groupings of The World and Their Functioning: The World Bank; The European Union and Its Expansion; The Asian Development Bank; World Economic Forum	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
31	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
32	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.4	Mid Term-2, Quiz & End Sem Exam
33	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
34	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
35	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Practical	JMC 412.5	Mid Term-2, Quiz & End Sem Exam
36	Indian Constitution, Naxalism And Marxism, Criminalization of Politics Indian Foreign Policy: India And Issue of Permanent Seat in The UN	Theory	JMC 412.5	Mid Term-2, Quiz & End Sem Exam

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I. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
JMC 412.1	Students will select the Language of news and fundamentals and content	3	3	1	3	1				2		2	1	**3**	**2**	**1**

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JMC 412.2	Students will understand the relationship between theory and practice	3	2	2	2	2				2		1	1	**2**	**3**	**3**
JMC 412.3	Students will be classify various fascinating aspects of current affairs and news	3	2	2	2	2				3		3	1	**3**	**3**	**3**
JMC 412.4	Students will be able to define the crucial fine points that make Cine	**3**	3	2	3	2				1		2	1	**3**	**2**	**1**
JMC 412.5	Students will be capable to create a simple script and implement a shoot based on the same	3	3	2	3	2				1		2	1	**2**	**3**	**3**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –IV) 2020-21						
Class: MAJMC-IV Semester						
Subject Name: JMC-412 CURRENT AFFAIRS AND MEDIA ANALYSIS		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the procedures for writing a news report? Is collection of news determined by this procedure?- Discuss.	3
CO1	Q.2a	In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.	3
	Q.2b	'Journalists are gatekeepers of information''. Do you agree? Does this gatekeeping obstruct free flow of information?	3
CO1	Q.3	Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples	6
CO2	Q.4	Define news Discuss the main elements of news	3
CO2	Q.5a	Explain the important features of column writing.	3
	Q.5b	Discuss the difference between news as information, education, and entertainment with examples	3
CO2	Q 6	Describe the duties and functions of parliamentary correspondent.	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Media Analysis and Current Affairs /Course code ***JMC 412*** is level **3** for the academic year 2020-21.

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Amity School of Communication
Course Handout
Course: MBA(AD&PR) , Communication Process & Practices of Management
Course Code : MBM101, Crédits: 03, Session: 2021-22 (Odd Sem.), Class : MBA. 1st Sem
Faculty Name : Dr. Sandeep Kumar

A. **Introduction:** The objective of this course is To familiarize students with the basics of the communication process and different practices of management. This course will help students in planning and organizing practices.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 101.1. The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life.
MBM 101.2. Students will learn about different management practices and administration practices.
MBM 101.3. Students will learn different approaches of management that includes functioning, nature and other organizations structure.
MBM 101.4: Students will learn about the concept of brand and branding. They will also learn the concept of brand association and equity.
MBM 101.5. They will learn about different types of communication and their usage.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

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[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
	Mid Term 1	CT	15%

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Continuous Internal Evaluation			
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

D. Syllabus:

Course Contents/Syllabus:	Weightage
Module I: Communication Process	25 %
Basic Principles of Communication, Understanding Communication, Communication Process, Barriers to Communication, Importance of Communication in the Workplace, Feature Study Releases, Video News Releases, Webcasts). Channels of Communication, Types of Communication, Classification of Communication Channels, Internal Business Communication: Writing Memos, Circulars and Notices	
Module II: Management Practices	25%
Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.	
Module III: Planning and Organizing	25 %
Approaches of Management Thought, Functions of Management, Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing	
Module IV: Communication and its role in Brand Building	25 %
Brand Anatomy, Strategy and Structure, Brand- Positioning, Personality, Image, Brand Extensions- Advantages & Pitfalls, Brand Architecture, Brand Audit – Inventory and Exploratory and Tracking, Co-branding/Licensing, Luxury Brands, B2B Brands, The Making of Indian & Global Brands, Leveraging Secondary Brand Associations to Build Brand Equity, Various Case Studies	

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E. Examination Scheme

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Abrahams Dvid: Brand Risk: Adding Risk Literacy To Brand Management (Gower, Uk, 2008)S. Ven Windall .'Communication models for the study of Mass Communication', Longman, Singapore Publications, 1981
- Clifton Rita & John Simmons: Brands And Branding (Profile Books Ltd. Uk, 2011)
- David Aaker: Brand Portfolio Strategy (Free Press, 2004) 4.
- David Aaker: Building Strong Brands (Free Press, 1995) 5.
- Elliott Richard: Strategic Advertising Management (Ntc Business Book, Usa, 2009

G. Lecture Plan:

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Basic Principles of Communication	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam
2	Understanding Communication	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam
3	Communication Process, Barriers to Communication	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam
4	Importance of Communication in the Workplace	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam
5	Feature Study Releases, Video News Releases, Webcasts)	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam
6	Channels of Communication	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam
7	Types of Communication	Lecture	MBM101.1	Mid Term-1, Quiz & End Sem Exam

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8	Classification of Communication Channels, Internal Business	Lecture	MBM101. 1	Mid Term-1, Quiz & End Sem Exam
9	Communication: Writing Memos, Circulars and Notices	Lecture	MBM101. 1	Mid Term-1, Quiz & End Sem Exam
10	Definition, Functions	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
11	Process, Scope and Significance of Management	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
12	Nature of Management	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
13	Managerial Roles;	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
14	Managerial Skills and Activities	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
15	Difference between Management and Administration	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
16	Significance of Values	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
17	Difference between Management and Administration	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
18	Significance of Values and Ethics in Management.	Lecture	MBM101. 2	Mid Term-1, Quiz & End Sem Exam
19	Approaches of Management Thought,	Lecture	MBM101. 3	Mid Term-1, Quiz & End Sem Exam
20	Functions of Management	Lecture	MBM101. 3	Mid Term-1, Quiz & End Sem Exam
21	Nature, Scope, Objective and Significance of Planning	Lecture	MBM101. 3	Mid Term-1, Quiz & End Sem Exam
22	Elements and Steps of Planning	Lecture	MBM101. 3	Mid Term-1, Quiz & End Sem Exam
23	Decision Making Organizing Principles	Lecture	MBM101. 3	Mid Term-1, Quiz & End Sem Exam
24	Authority, Delegation and	Lecture	MBM101.	Mid Term-1,

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	Decentralization.		3	Quiz & End Sem Exam
25	Effective Organizing, Organizational Structures	Lecture	MBM101.3	Mid Term-1, Quiz & End Sem Exam
26	Formal and Informal Organizations	Lecture	MBM101.3	Mid Term-1, Quiz & End Sem Exam
27	Staffing	Lecture	MBM101.3	Mid Term-1, Quiz & End Sem Exam
28	Brand Anatomy	Lecture	MBM101.4	Mid Term-1, Quiz & End Sem Exam
29	Strategy and Structure	Lecture	MBM101.4	Mid Term-1, Quiz & End Sem Exam
30	Brand- Positioning	Lecture	MBM101.4	Mid Term-1, Quiz & End Sem Exam
31	Personality	Lecture	MBM101.4	Mid Term-1, Quiz & End Sem Exam
32	Image, Brand Extensions-Advantages & Pitfalls	Lecture	MBM101.4	Presentation, Quiz & End Sem Exam
33	Brand Architecture, Brand Audit	Lecture	MBM101.4	Presentation, Quiz & End Sem Exam
34	Inventory and Exploratory and Tracking	Lecture	MBM101.4	Presentation, Quiz & End Sem Exam
35	, Co-branding/Licensing, Luxury Brands, B2B Brands, The Making of Indian & Global Brands, Leveraging Secondary	Lecture	MBM101.4	Presentation, Quiz & End Sem Exam
36	Brand Associations to Build Brand Equity, Various Case Studie	Lecture	MBM101.4	Presentation, Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES	CORRELATION WITH PROGRAMME

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														SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM 101.1	The students will be able to understand concepts in communication and shall be able to implement them in not only their professions but everyday life.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
MBM 101.2	Students will learn about different management practices and administration practices.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
MBM 101.3	Students will learn different approaches of management that includes functioning, nature and other organizations structure.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
MBM 101.4	Students will learn about the concept of brand and branding. They will also learn the concept of brand	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2

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	association and equity.															
MBM 101.5	They will learn about different types of communication and their usage.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

Sample Question Paper

Amity School of Communication MID-SEMESTER (SEM –I) 2021-23						
Class: MBA(AD&PR)-1st Semester						
Subject Name: Communication Theories and Models MBM 101		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the basic principles of communication?	3
CO1	Q.2a	Explain different barriers of communication.	3
	Q.2b	Discuss the importance of communication in workplace.	3
CO2	Q.3	Write Short Notes on: (a) video news release (b) feature study	6
CO2	Q.4	What are the different channels of communication?	3
CO3	Q.5a	Have the mass media brought about a transformation in the behaviour of people? What is your view? Examine the role of media in the modern society	3

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	Q.5b	Define communication. Does it always correspond to the mass? Define Interpersonal communication with examples.	3
CO3	Q 6	What is internal business communication?	6

Attainments		**Rubric**
Level	1	IF60%ofstudentssecuremorethan60%marksthenlevel1
Level	2	IF70%ofstudentssecuremorethan60%marksthenlevel2
Level	3	IF80%ofstudentssecuremorethan60%marksthenlevel3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Communication Process & Practices of Management*** /Course code ***MBM 101*** is level **3** for the academic year 2021-22.

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Course Handout
Course: MBA(AD&PR), Principles of Media Marketing Strategy
Course Code: MBM102, Credits: 03, Session: 2021-22 (Odd Sem.), Class : MBA. 1st Year
Faculty Name: Dr Dhruv Sabharwal

Introduction: the course aims at instructing students about the concept of media marketing. Students will learn about the marketing strategies followed by different channels for distribution.

A. ***Course Outcomes: At the end of the course, students will be able to:***

- MBM102.1 Students will be able to Develop Customer Relationships and Value Through Marketing.
- MBM 102.2 Students will learn Link Marketing and Corporate Strategies. They will also learn consumer behaviour toward buying.
- MBM102.3: Students will Recognize Organizational Markets and Buyer Behaviour
- MBM 102.4: Students will be List Ways to Reach Global Markets and will also learn Ethics and Social Responsibility in Marketing

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

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PEO4- Professionalism: Acquiring knowledge in professionalism, and ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavours.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

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[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

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B. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Presentation		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Syllabus

Module I: Overview of Media Marketing

introduction to Media Marketing, Marketing's Value to Consumers, Firms, and Society, Marketing Strategy Planning, Focusing Marketing Strategy with Segmentation and Positioning, Marketing: Its Role and Importance in an Individual Firm and the Overall Economy. SWOT Analysis, 4Ps of Marketing. Role of Advertising and Public Relations in Marketing a Product

Module II: **Marketing Management Analysis**

Consumer Behaviour: Meaning and its Importance, Determinants of Consumer Behaviour, Product, Meaning, Role, Product Planning and Process, Product Life Cycle, Product-Market Integration, Product Positioning, Branding, Packaging

Module III: Pricing Advertising and Channels of Distribution

Pricing-Meaning, Role, Theory and Practice of Pricing Management, Physical Distribution, Advertising-Meaning, Role, Profit of Advertising in India, Management of Advertising, Channels of Distribution: Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries

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Module IV: Understanding Various Markets

Market Organization, Meaning, Objective, Organization, Role and Relevance of Physical Distribution. Physical Distribution Management, Marketing Organization, Organizing for Marketing, Evaluation of Marketing Organization, Principle of Organization Design, Organizational Problems, Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

C. Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

D. *Suggested Text/Reference Books:*

- Frederick, Robert E., ed. 2002. A companion to business ethics. Malden, Mass.: Blackwell
- Hartman, Laura Pincus. 2002. Perspectives in business ethics. 2nd ed. Boston, Ill.: Irwin/McGraw Hill
- Kotler, Philip - Marketing Management: Analysis Planning and Control
- Stanton W J - Fundamentals of Marketing
- Cunduff Still - Fundamentals of Marketing

E. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Media Marketing	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
2	Marketing's Value to Consumers,	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
3	Firms, and Society	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
4	Marketing Strategy Planning	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
5	Focusing Marketing Strategy with Segmentation and Positioning	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam

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6	Marketing: Its Role and Importance in an Individual Firm	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
7	the Overall Economy	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
8	SWOT Analysis	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
9	4Ps of Marketing. Role of Advertising and Public Relations in Marketing a Product	Lecture	MBM 102.1	Mid Term-1, Quiz & End Sem Exam
10	Consumer Behaviour	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
11	Meaning and its Importance	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
12	Determinants of Consumer Behaviour	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
13	Product, Meaning	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
14	Role, Product Planning	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
15	d Process, Product Life Cycle,	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
16	Product-Market Integration	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
17	Product Positioning	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
18	Branding, Packaging	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam
19	Pricing-Meaning	Lecture	MBM 102.2	Mid Term-1, Quiz & End Sem Exam

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20	Role, Theory and Practice of Pricing Management	Lecture	MBM 102.3	Mid Term-1, Quiz & End Sem Exam
21	Physical Distribution	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
22	Advertising-Meaning	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
23	Role, Profit of Advertising in India,	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
24	Management of Advertising	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
25	Channels of Distribution: Meaning	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
26	Role, Classification,	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
27	Factors Governing Choice of Channels and Intermediaries	Lecture	MBM 102.3	Presentation, Quiz & End Sem Exam
28	Market Organization,	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
29	Meaning, Objective, Organization,	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
30	Role and Relevance of Physical Distribution	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
31	Physical Distribution Management, Marketing Organization	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
32	Organizing for Marketing, Evaluation of Marketing Organization	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
33	Principle of	Lecture	MBM	Presentation,

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	Organization Design		102.4	Quiz & End Sem Exam
34	Organizational Problems, Overview of Global Marketing	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
35	Rural Marketing	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam
36	Services Marketing, Marketing Challenges in 21st Century	Lecture	MBM 102.4	Presentation, Quiz & End Sem Exam

F. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES								
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
MBM 102.1	Students will able to Develop Customer Relationships and Value Through Marketing.	-	**1**	**2**	-	-	-	**1**	-	-	-
MBM 102.2	Students will learn Link Marketing and Corporate Strategies. They will also learn the consumer behavior toward buying.	-	-	**1**				**1**	-	**1**	-
MBM 102.3	Students will Recognize Organizational	-	**1**	**1**	**1**	-	-	**1**	-	**1**	-

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	Markets and Buyer Behavior										
MBM 102.4	Students will be List Ways to Reach Global Markets and will also learn Ethics and Social Responsibility in Marketing	**-**	**-**	**2**	**-**	**-**	**-**	**-**	**-**	**1**	**-**

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM-I) 2021-22						
Class: MBA- 1st semester						
Subject Name: MBM 102: Principles of Media Marketing Strategy		Time: 2 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as needed.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss different types of firms and societies	3
CO1	Q.2a	What are the 4Ps of Marketing?	3
	Q.2b	Address the Role of Marketing's Value to Consumers	3
CO2	Q.3	Discuss the role of Marketing Strategy Planning in individual firms.	6

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CO2	Q.4	What do you understand by SWOT analysis?	3
CO2	Q.5a	Discuss the Role of Advertising and Public Relations in Marketing a Product.	3
	Q.5b	What do you understand by Focusing on Marketing Strategy	3
CO2	Q 6	Briefly discuss the Consumer Behaviour: Meaning and its Importance	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the ***course Principles of Media Marketing Strategy /Course code MBM 102 is level 2 for the academic year 2021-22.***

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Amity School of Communication
Course Handout
Course : MBA(AD&PR), Principles of Advertising Management
Course Code: MBM103, Crédits: 03, Session: 2021-22 (Odd Sem.) Class : MBA(AD&PR). 1st Year
Faculty Name: Dr Harshika Verma

A. Introduction: The objective of this course is to familiarise students with the basics of the communication process and different management practices. This course will help students in planning and organising practices.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 103.1. To help students in developing customer Relationships and Value through Marketing.

MBM 103.2. Enable the students to scan the Marketing Environment.

MBM 103.3. To help students recognize organizational markets and buyers' behaviour.

MBM 103.4: Enable the students to strengthen in making and listing ways to reach a global market.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth to speed up the process of industrialization required for industry, especially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, and ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.10]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

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[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

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D. Syllabus:

	Weightage (%)
Module I: Overview of Advertising Management	**25%**
Descriptor/Topics Concept and Definition of Advertisement – Social, Economic and Legal Implications of Advertisements – Setting Advertisement Objectives – Ad Agencies – Selection and Remuneration – Advertisement Campaign. Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning	
Module II: Advertising and Media	**25%**
Descriptors/Topics Media Plan – Type and Choice Criteria – Reach and Frequency of Advertisements – Cost of Advertisements related to Sales – Media Strategy and Scheduling, Different Types of Advertisements – Layout – Design Appeal –Copy Structure – Advertisement Production – Print, Radio, T.V. and Web Advertisements – Media Research – Testing, Validity and Reliability of Ads – Measuring Impact of Advertisements	
Module III: Structure of an Advertising Agency	**25%**
Descriptors/Topics Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative Department, Media Department, Client Servicing Department, Marketing Research Department; Ancillary Services; Interfacing with Client's Organization; Integration of Services, Testing for Advertising Effectiveness; Preparation and Choice of Methods of Advertising Budget	
Module IV: Setting Advertising Objectives	**25%**
Descriptors/Topics: Sales-oriented/ Behavioral Objectives, Communication-oriented Objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The Communication Process, The Advertising Exposure Model; The Need for a Clear Understanding of Objective	

Examination Scheme:

Components	A	CT	S/V/Q/HA	EE
Weightage (%)	5	15	10	70

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

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A. Suggested Text/Reference Books:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Belch M A and Belch G E- Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) 2003. 6th edition

B. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept and Definition of Advertisement	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
2	Social Implications	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
3	Concept and Definition of Advertisement	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
4	Economic Implications	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
5	Legal Implications	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
6	Setting Advertisement Objectives	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
7	Ad Agencies – Selection and Remuneration	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
8	– Advertisement Campaign. Advertising to Persuade the Buyer	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam
9	Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning	Lecture	MBM103.1	Mid Term-1, Quiz & End Sem Exam

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10	Media Plan – Type and Choice Criteria	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
11	Reach and Frequency of Advertisements	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
12	Cost of Advertisements Related to Sales	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
13	Media Strategy and Scheduling	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
14	Different Types of Advertisements – Layout – Design Appeal	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
15	–Copy Structure – Advertisement Production – Print, Radio, T.V. and Web Advertisements	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
16	Media Research	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
17	Testing, Validity and Reliability of Ads	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
18	Measuring the Impact of Advertisements	Lecture	MBM103.2	Mid Term-1, Quiz & End Sem Exam
19	Introduction, Overview of an Advertising Agency	Lecture	MBM103.3	Mid Term-1, Quiz & End Sem Exam
20	Departments of an Advertising Agency	Lecture	MBM103.3	Mid Term-1, Quiz & End Sem Exam
21	Creative Department, Media Department	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
22	Client Servicing Department,	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
23	Marketing Research Department;	Lecture	MBM103.3	Presentation, Quiz & End

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				Sem Exam
24	Ancillary Services	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
25	; Interfacing with the Client's Organization	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
26	Integration of Services, Testing for Advertising Effectiveness;	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
27	Preparation and Choice of Methods of Advertising Budget	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
28	Sales-oriented/ Behavioral Objectives	Lecture	MBM103.3	Presentation, Quiz & End Sem Exam
29	, Communication-oriented Objectives;	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
30	The DAGMAR Approach to Setting Objectives	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
31	Measuring, Advertising Effectiveness	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
32	; Kinds of Advertising Objective	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
33	The Advertising Communication System	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
34	The Communication Process,	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
35	The Advertising Exposure Model;	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam
36	The Need for Clear Understanding of Objectives	Lecture	MBM103.4	Presentation, Quiz & End Sem Exam

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C. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MBM103.1	Students will be able to identify and define the advertising concepts. The students will be able to review the advertising media.	-	-	**2**	**3**	-	-	**1**	-	-	-
MBM103.2	The student will be able to understand the concept of advertisement and media and the strategy to choose the best channel for communication.	-	-	**1**	**1**	-	**1**	-	-	-	
MBM103.3	Students will be able to distinguish between advertising and advertising agencies. They will learn about different services that have been provided for client needs.	-	-	**2**	**1-**	-	-	-	-	-	-

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MBM103.4	The students will aspects and the process and practices of setting advertising objectives	-	-	**3**	**2**	-	-	-	-	-	-

Sample Question Paper

Amity School of Communication **I MID-SEMESTER (SEM -1) 2021-2022**						
Class: MBA(AD&PR) I Semester						
Subject Name: **MBM 103 Principles of Advertising Management**		**Time: 1:30 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Bloom Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: List the broad perspective of cloud architecture and model. CO2: Apply different cloud programming models as needed.						

CO Map	Question No.	Question	Marks
CO1	Q.1	Explain the term Advertising, Discuss its evolution and development.	3
CO1	Q.2a	What do you understand by AIDA, DAGMAR?	3
	Q.2b	Discuss the relation of ads with other mediums.	3
CO2	Q.3	What are the legal implications of advertisement?	6
CO2	Q.4	Discuss the scope of advertising in India.	3
CO2	Q.5a	What do you understand by ATL and BTL?	3
	Q.5b	Discuss the Importance of Advertising in Marketing	3
CO2	Q 6	Discuss the role of Advertising in Marketing Mix and Positioning	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the ***course Principles of Advertising Management /Course code MBM 103 is level 2 for the academic year 2021-22.***

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Amity School of Communication
Course Handout
Course Name : Strategic Communication : Writing Across Platforms
Course Code : MBM-104. Crédits : 3, Session : 2021-22 (ODD), Class MBA I Semester
Faculty Name : Dr Manish Dubey

Introduction: This course covers ethical considerations, diverse platform writing, and critical thinking in communication strategy evaluation. With a brief yet comprehensive overview, students explore media convergence, the role of PR in democracy, and the global history of strategic communication. The course aims to equip participants with the skills to craft effective communication campaigns by merging creativity with industry standards in an ever-evolving digital landscape.

A. **Course Outcomes:** At the end of the course, students will be able to:

- MBM-104.1- Acquire a sound understanding of strategic communication theories and their practical applications.
- MBM-104.2- Develop the ability to critically evaluate and analyze communication strategies in diverse professional and academic contexts.
- MBM-104.3- Master writing across various platforms, including web, print, and television, adapting content to different mediums effectively.
- MBM-104.4- Explore the global history of strategic communication and understand its role in democracy, incorporating ethical considerations and diversity issues.
- MBM-104.5- Learn to formulate and implement strategic frameworks for effective communication campaigns, aligning objectives with overarching goals.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures

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when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

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[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

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[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.
[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

B. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

Syllabus: *Course Contents/Syllabus:*

Course Contents/Syllabus:	Weightage
Module I: Introduction to Strategic Communication	35 %
Learn Strategic Communication Definitions and Basics, Discuss Importance of Ethics and Diversity in Strategic Communication, Understanding Writing across Different Platforms: Web, Print, and Television, Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	
Module II: Working in Strategic Communication and PR	35%
Analyze And Discuss Media Convergence and its Effects, Examine Role of PR in Democracy, Ethics and Diversity Issues, Global History of Strategic Communication, Analyze PR Models and Apply to Real-World Situations, Identify Stakeholders and Publics, Analyze Organization-Public Relationships, Evaluate Corporate Social Responsibility, Basics of Government/Public Affairs	
Module III: Planning Overview and Research	

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Understand the Role of Research in Strategic Communication, Understand the Basics of Strategic Communication and Planning, Identify Key Publics and Define Target Audiences, Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	30 %

Teaching Pedagogy:

The course employs a dynamic pedagogy comprising lectures, tutorials, and discussion exercises. Students engage in theoretical exploration, critical thinking, and practical application to master strategic communication. Emphasis is placed on real-world scenarios, fostering an interactive learning environment. The combination of traditional teaching methods and hands-on exercises ensures a holistic understanding of writing across platforms.

Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	**-**	**100**

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term
Components (Drop down)	**Class**	**Attendance**	**Project**	**Assignments**	
Weightage (%)	0	05	10	10	70

C. Suggested Text/Reference Books:

- Aronczyk, Melissa: Living the Brand: The Identity Strategies of Nation-Branding Consultants, in: Branding the Nation. The Global Business of National Identity (2013)
- Bowen, Shannon: 'We are professional manipulators' – PR pros, are we lying to ourselves? PR Week, August 12, 2015
- Brinkmann, Svend & Kvale, Steinar: Conducting an Interview, in: Interviews. Learning the craft of qualitative research interviewing (2015)
- Cornelissen, Joep: Stakeholder Management and Communication and Issues Management in: Corporate Communication. A Guide to Theory & Practice (2017)
- Doorley, John & Garcia, Helio Fred: Crisis Communication, in: Reputation Management: The Key to Successful Public Relations and Corporate Communication (2011)
- Enli, Gunn: The Paradox of Mediated Authenticity, in: Mediated Authenticity. How the Media Constructs Reality (2015)
- Holtzhausen, Derina & Zerfass, Ansgar: Strategic Communication. Opportunities and Challenges of the Research Area, in: Holtzhausen & Zerfass (ed.): The Routledge Handbook of Strategic Communication, (2015)
- Keyton, Joann: Introduction to Qualitative Research, in: Communication Research. Asking Questions, Finding Answers (2011)
- Lakoff, George: Framing 101: How to Take Back Public Discourse, in: Don't Think of an Elephant! Know Your Values and Frame the Debate (2004)

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D. Lecture Plan:

E. Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Learn Strategic Communication Definitions and Basics, Discuss Importance of Ethics and Diversity in Strategic Communication, Understanding Writing across Different Platforms: Web, Print, and Television	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
2	Learn Strategic Communication Definitions and Basics, Discuss Importance of Ethics and Diversity in Strategic Communication, Understanding Writing across Different Platforms: Web, Print, and Television	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
3	Learn Strategic Communication Definitions and Basics, Discuss Importance of Ethics and Diversity in Strategic Communication, Understanding Writing across Different Platforms: Web, Print, and Television	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
4	Learn Strategic Communication Definitions and Basics, Discuss Importance of Ethics and Diversity in Strategic Communication, Understanding Writing across Different Platforms: Web, Print, and Television	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
5	Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
6	Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam

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7	Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
8	Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
9	Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
10	Difference Between the Mediums, Importance of Digital Presence for Communication, Creative Writing for Communication, Apply Industry Standards for Measuring Strategic Communication Outcomes, Basics of Issues Management	Lecture	MBM-104.1	Mid Term-1, Quiz & End Sem Exam
11	Analyze And Discuss Media Convergence and its Effects, Examine Role of PR in Democracy, Ethics and Diversity Issues, Global History of Strategic Communication	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
12	Analyze And Discuss Media Convergence and its Effects, Examine Role of PR in Democracy, Ethics and Diversity Issues, Global History of Strategic Communication	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
13	Analyze And Discuss Media Convergence and its Effects, Examine Role of PR in Democracy, Ethics and Diversity Issues, Global History of Strategic Communication	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam

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14	Analyze And Discuss Media Convergence and its Effects, Examine Role of PR in Democracy, Ethics and Diversity Issues, Global History of Strategic Communication	Practical	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
15	Analyze And Discuss Media Convergence and its Effects, Examine Role of PR in Democracy, Ethics and Diversity Issues, Global History of Strategic Communication	Practical	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
16	Analyze PR Models and Apply to Real-World Situations, Identify Stakeholders and Publics, Analyze Organization-Public Relationships, Evaluate Corporate Social Responsibility, Basics of Government/Public Affairs	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
17	Analyze PR Models and Apply to Real-World Situations, Identify Stakeholders and Publics, Analyze Organization-Public Relationships, Evaluate Corporate Social Responsibility, Basics of Government/Public Affairs	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
18	Analyze PR Models and Apply to Real-World Situations, Identify Stakeholders and Publics, Analyze Organization-Public Relationships, Evaluate Corporate Social Responsibility, Basics of Government/Public Affairs	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
19	Analyze PR Models and Apply to Real-World Situations, Identify Stakeholders and Publics, Analyze Organization-Public Relationships, Evaluate Corporate Social Responsibility, Basics of Government/Public Affairs	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
20	Analyze PR Models and Apply to Real-World Situations, Identify Stakeholders and Publics, Analyze Organization-Public Relationships, Evaluate Corporate Social Responsibility, Basics of Government/Public Affairs	Lecture	MBM-104.2	Mid Term-1, Quiz & End Sem Exam
21	Understand the Role of Research in Strategic Communication, Understand the Basics of Strategic	Lecture	MBM-104.2	Mid Term-2, Quiz & End Sem Exam

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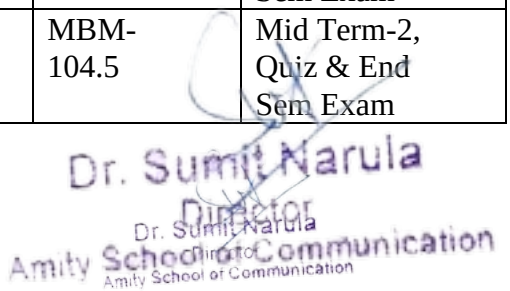
	Communication and Planning, Identify Key Publics and Define Target Audiences,			
22	Understand the Role of Research in Strategic Communication, Understand the Basics of Strategic Communication and Planning, Identify Key Publics and Define Target Audiences,	Lecture	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
23	Understand the Role of Research in Strategic Communication, Understand the Basics of Strategic Communication and Planning, Identify Key Publics and Define Target Audiences,	Lecture	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
24	Understand the Role of Research in Strategic Communication, Understand the Basics of Strategic Communication and Planning, Identify Key Publics and Define Target Audiences,	Lecture	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
25	Understand the Role of Research in Strategic Communication, Understand the Basics of Strategic Communication and Planning, Identify Key Publics and Define Target Audiences,	Lecture	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
26	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
27	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
28	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.3	Mid Term-2, Quiz & End Sem Exam
29	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.4	Mid Term-2, Quiz & End Sem Exam
30	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.4	Mid Term-2, Quiz & End Sem Exam
31	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.5	Mid Term-2, Quiz & End Sem Exam
32	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.5	Mid Term-2, Quiz & End Sem Exam



33	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.5	Mid Term-2, Quiz & End Sem Exam
34	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.5	Mid Term-2, Quiz & End Sem Exam
35	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Practical	MBM-104.5	Mid Term-2, Quiz & End Sem Exam
36	Define Elements of the Behavioral Framework, SMART Objectives that align with Strategic Goals	Theory	MBM-104.5	Mid Term-2, Quiz & End Sem Exam

F. Course Articulation Matrix

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES											CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM-104	Acquire a sound understanding of strategic communication theories and their practical applications. stories, and features	3	3	1	3	1				2	**3**	**2**		**3**	**2**	**1**
MBM-104	Develop the ability to critically evaluate and analyze communication strategies in diverse professional and academic contexts...	3	2	2	2	2				2	**1**	**3**		**2**	**3**	**3**

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MBM-104	Master writing across various platforms, including web, print, and television, adapting content to different mediums effectively....	3	2	2	2	2				3	**2**	**3**		**3**	**3**	**3**
MBM-104	Explore the global history of strategic communication and understand its role in democracy, incorporating ethical considerations and diversity issues..	**3**	3	2	3	2				1	**2**	**3**		**3**	**2**	**1**
MBM-104	Learn to formulate and implement strategic frameworks for effective communication campaigns, aligning	3	3	2	3	2				1	**1**	**3**		**2**	**3**	**3**

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	objectives with overarching goals.															

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM –II) 2021-22						
Class: MBA.I Semester						
Subject Name: MBM-104 STRATEGIC COMMUNICATION: WRITING ACROSS PLATFORMS PRODUCTION		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

Student will be able to
CO1: List the broad perceptive of cloud architecture and model.
CO2: Apply different cloud programming models as per need.

CO Map	Question No.	Question	Marks
CO1	Q.1	What teaching methods are utilized in the course to impart knowledge on strategic communication?	3
CO1	Q.2a	What critical thinking exercises are employed to distinguish advertising from marketing?	3
	Q.2b	How does the course encourage students to apply critical thinking in the evaluation of communication strategies?	3
CO1	Q.3	In what ways does the curriculum address the importance of ethics and diversity in strategic communication?	6
CO2	Q.4	Can you briefly explain how the course integrates practical exercises to enhance understanding of writing across different platforms?	3
CO2	Q.5a	What is the emphasis of the course regarding the global history of strategic communication and its role in democracy?	3

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	Q.5b	How does the course balance theoretical exploration and practical application in teaching strategic communication?	3
CO2	Q 6	How does the course foster an interactive learning environment for students?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Strategic Communication: Writing Across Platforms*** /Course code ***MBM-104*** is level 2 for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course : BASICS OF FINANCIAL AND COST ACCOUNTING
Course Code: MBM 105, Credits: 03, Session:2021-22 (Odd Sem.), Class: MBA(AD&PR) I SEM
Faculty Name: Gaurav Chhabra

A. Introduction: This course provides an essential foundation in financial accounting, covering topics such as accounting principles, management accounting, double-entry accounting, and secondary books. Students will gain a comprehensive understanding of the concepts and practices crucial for effective financial management and reporting.

B. Course Outcomes: At the end of the course, students will be able to:

MBM105.1. Distinguish between different Uses of Accounting Information and Relate these Uses to the Needs of Different Groups of Users.

MBM105.2. Explain the Limitations of such Statements and their Analysis.

MBM105.3. Categorize Cost Behaviour, and Prepare and Contrast Inventory Valuations under Different Costing Methods.

MBM105.4. Describe the Budgeting Process and Discuss the Use of Budgets in Planning.

MBM105.5. Explain, Discuss and Apply relevant Techniques to Aid Internal Users in Decision-Making.

C. Programme Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

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[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

D. Programme Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Introduction to Financial Accounting	**30%**
Introduction, Meaning of Accountancy, Book-keeping and Accounting, Accounting Process, Objectives for Accounting, Differences between Book-keeping and Accounting Users of Accounting Information, Limitations of Accounting, Basic Terminologies, Meaning of Management Accounting, The Role of Management Accounting, Management Accounting Framework, Functions of Management Accounting, Tools of Management Accounting, The Balanced Scorecard Cost Management System, Value Added Concept, Merits of Management Accounting.	
Module II: Accounting Concepts	**30%**
Accounting Concepts, Principles, Bases and Policies: Introduction, Accounting Concepts, Principles, Policies and Standards, Types of Accounting Concepts - Business Separate Entity Concept - Going Concern Concept - Money Measurement Concept - Periodicity Concept - Accrual Concept, Accounting Principles, Principle of Income Recognition - Principle of Expense - Principle of Matching Cost and Revenue	

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- Principle of Historical Costs - Principle of Full Disclosure - Double Aspect Principle - Modifying Principle - Principle of Materiality - Principle of Consistency – Principle of Conservatism or Prudence, Accounting Policies - Changes in Accounting Policies - Disclosure in Case of Changes in Accounting Policies, Accounting Standards – Scope And Functions Of Accounting Standards Board - International Financial Reporting System.	
Module III: Double Entry Accounting	**20%**
Introduction, Meaning of Double Entry Accounting, Classification of Accounts Under Traditional Approach, Classification of Accounts under Accounting Equation Approach, Comparison of Traditional Approach with Modern Approach Equal Approach, Accounting Trail, Transactions and Events, Meaning and Roles of Debit and Credit , Accounting Equation.	
Module IV: Secondary Books	**20%**
Introduction, Secondary Books, Purchases Book/Purchases Day Book – Cash Discount, Trade Discount - Difference between Cash Discount and Trade Discount, Sales Book or Sales Day Book - Purchase Returns Book - Sales Returns Book, Bills Receivable Book - Bills Payable Book - Cash Book, Posting to Ledger Accounts Posting To Ledger.	

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, tutorials, and discussion exercises.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Accounting and Auditing Research and Databases by Thomas R. Weirich, ISBN: 9781118420072, Publication Date, 2012-08-28
- Accounting control best practices by Steven M. Bragg, ISBN: 0470046791, Publication Date: 2006
- Encyclopedia of business and finance by Burton S. Kaliski, editor-in-chief, ISBN:0028650654, Publication Date: 2006
- Everyday finance: economics, personal money management, and entrepreneurship by Thomas Riggs, editor, ISBN: 1414410492, Publication Date: 2008

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Financial Accounting	Lecture	MBM105.1	Mid Term-1, Quiz & End Sem Exam
2	Meaning of Accountancy	Lecture	MBM105.1	Mid Term-1, Quiz & End Sem Exam
3	Book-keeping and Accounting	Lecture	MBM105.1	Mid Term-1, Quiz & End Sem Exam
4	Accounting Process, Objectives for Accounting.	Lecture	MBM105.1	Mid Term-1, Quiz & End Sem Exam
5	Differences between Book-keeping and Accounting	Lecture	MBM105.1	Mid Term-1, Quiz & End Sem Exam
6	Users of Accounting Information	Lecture	MBM105.1	Mid Term-1, Quiz & End Sem Exam
7	Limitations of Accounting, Basic Terminologies	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
8	Meaning of Management Accounting	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
9	The Role of Management Accounting	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
10	Management Accounting Framework, Functions of Management Accounting	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
11	Tools of Management Accounting, The Balanced Scorecard Cost Management System	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
12	Value Added Concept, Merits of Management Accounting	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
13	Accounting Concepts, Principles, Bases, and Policies: Introduction, Accounting Concepts.	Lecture	MBM105.2	Mid Term-1, Quiz & End Sem Exam
14	Principles, Policies and Standards, Types of Accounting Concepts - Business Separate Entity Concept - Going Concern Concept - Money Measurement Concept.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam
15	Periodicity Concept - Accrual Concept.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam

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16	Accounting Principles - Principle of Income Recognition - Principle of Expense.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam
17	Principle of Matching Cost and Revenue.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam
18	Principle of Historical Costs - Principle of Full Disclosure - Double Aspect Principle - Modifying Principle.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam
19	Principle of Materiality - Principle of Consistency.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam
20	Principle of Conservatism or Prudence, Accounting Policies - Changes in Accounting Policies.	Lecture	MBM105.3	Mid Term-1, Quiz & End Sem Exam
21	Disclosure in Case of Changes in Accounting Policies, Accounting Standards.	Lecture	MBM105.3	Presentation, Quiz & End Sem Exam
22	Scope and Functions of Accounting Standards Board - International Financial Reporting System	Lecture	MBM105.3	Presentation, Quiz & End Sem Exam
23	Double Entry Accounting	Lecture	MBM105.3	Presentation, Quiz & End Sem Exam
24	Meaning of Double Entry Accounting, Classification of Accounts Under Traditional Approach	Lecture	MBM105.3	Presentation, Quiz & End Sem Exam
25	Classification of Accounts under Accounting Equation Approach	Lecture	MBM105.3	Presentation, Quiz & End Sem Exam
26	Comparison of Traditional Approach with Modern Approach	Lecture	MBM105.4	Presentation, Quiz & End Sem Exam
27	Equal Approach, Accounting Trail	Lecture	MBM105.4	Presentation, Quiz & End Sem Exam
28	Transactions and Events, Meaning and Roles of Debit and Credit	Lecture	MBM105.4	Presentation, Quiz & End Sem Exam
29	Accounting Equation	Lecture	MBM105.4	Presentation, Quiz & End Sem Exam
30	Secondary Books	Lecture	MBM105.4	Presentation, Quiz & End Sem Exam
31	Purchases Book/Purchases Day Book – Cash Discount, Trade Discount - Difference between Cash Discount and Trade Discount.	Lecture	MBM105.5	Presentation, Quiz & End Sem Exam
32	Sales Book or Sales Day Book - Purchase Returns Book - Sales Returns Book.	Lecture	MBM105.5	Presentation, Quiz & End Sem Exam

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33	Bills Receivable Book - Bills Payable Book.	Lecture	MBM105.5	Presentation, Quiz & End Sem Exam
34	Cash Book	Lecture	MBM105.5	Presentation, Quiz & End Sem Exam
35	Posting to Ledger Accounts Posting to Ledger	Lecture	MBM105.5	Presentation, Quiz & End Sem Exam
36	Posting to Ledger Accounts Posting to Ledger	Lecture	MBM105.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM105.1	Distinguish between different Uses of Accounting Information and Relate these Uses to the Needs of Different Groups of Users.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
MBM105.2	Explain the Limitations of such Statements and their Analysis.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
MBM105.3	Categorize Cost Behaviour, and Prepare and Contrast Inventory Valuations under Different Costing Methods.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
MBM105.4	Describe the Budgeting Process and Discuss the Use of Budgets in Planning.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
MBM105.5	Explain, Discuss and Apply relevant Techniques to Aid Internal Users in Decision-Making.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –I)2021-22

Class: MBA(AD&PR) I Semester

Subject Name: MBM105 BASICS OF FINANCIAL AND COST ACCOUNTING	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Distinguish between different Uses of Accounting Information and Relate these Uses to the Needs of Different Groups of Users.

CO2. Explain the Limitations of such Statements and their Analysis.

CO3. Categorize Cost Behaviour, and Prepare and Contrast Inventory Valuations under Different Costing Methods.

CO4. Describe the Budgeting Process and Discuss the Use of Budgets in Planning.

CO5. Explain, Discuss and Apply relevant Techniques to Aid Internal Users in Decision-Making.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of accountancy and how does it differ from book-keeping?	3
CO2	Q.2a	Explain the objectives of accounting and highlight the distinctions between book-keeping and accounting.	3
	Q.2b	Explore the meaning and role of management accounting, along with its framework and functions.	3
CO4	Q.3	What tools are employed in management accounting, and how does the Balanced Scorecard contribute to cost management?	6
CO3	Q.4	Define the various types of accounting concepts, such as the Business Separate Entity Concept and Money Measurement Concept.	3
CO5	Q.5a	Describe the principles governing accounting, including the Principle of Income Recognition and Principle of Full Disclosure.	3
	Q.5b	Compare the Traditional Approach and Modern Approach in double-entry accounting, emphasizing their similarities and differences.	3
CO3	Q 6	Explain the purpose and content of secondary books, focusing on the Purchases Book, Sales Book, and Cash Book in detail.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Basics of Financial and Cost Accounting /MBM 105 is level 2 for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: MBA(AD&PR) , Principles of Public Relations Management
Course Code : MBM106, Crédits : 03, Session :2021-22 (Odd Sem.), Class : MBA. 1st Year
Faculty Name : Dr. Sandeep Kumar

A. Introduction: This course provides an essential foundation in financial accounting, covering topics such as accounting principles, management accounting, double-entry accounting, and secondary books. Students will gain a comprehensive understanding of the concepts and practices crucial for effective financial management and reporting.

B. Course Outcomes: At the end of the course, students will be able to:

MBM 106.1. Students will be able to identify the principles of Public Relations.

MBM 106.2 Students will be able to understand the working of PRO's and to make public relation strategy for the brand.

MBM 106.3 Understand the Process for Customer Care & Complaint Handling and other branches of communication that needs to be dealt with.

MBM 106.4. Students will learn the ethics and the responsibilities of public relation management.

MBM 106.5. Identify, analyze, and discuss actual case studies and/or strategic communication and PR campaigns.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

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[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

D. Programme Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Course Contents/Syllabus:	Weightage
Module I: Principle of Public Relations	25%
Definition – Meaning – Importance – Objectives – Scope and Functions – Organization of Public Relations of Corporate Bodies – Internal Organization – Seeking Consultancy Service -Role of Public Relations for Corporate Internal Security in Managing Delegates and Visitors – Qualities of Good Public Relations Personnel – Selection, Training and Development of Public Relations Staff	
Module II: Public Relations Strategy	

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Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Corporates in India – Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management	25%
Module III: Public Relations Communications	25 %
Meaning – Importance – Process for Customer Care & Complaint Handling – Process to Collect Dues & keep the Customer – Communication with Aids to Trade =- Bankers, Insurance Agents and Local Bodies, Pubic Relations Materials & its Importance – Organizing Press Conferences – Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions – Essentials in Presentations in Seminars / Conferences – Dress code – Audio Visual Aids – Communication Skills – Contents of Presentation – Time Management – Feedback Analysis – Information Management – Sources – Importance in Public Relations Management	
Module IV: Public Relations Management – Ethics	25 %

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, tutorials, and discussion exercises.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Fraser P. Seitel, Practiceof Public Relations, 1980 Columbus, Charles, E. Merill Pub.
- H. Frazier Moore, Public Relations: Principles, Cases and Problems, 1981, Illinois
- Scott, M. Cutlip and Allen H. Center, Effective Public Relations, 1982, Prentice Hall.
- Cutlip Scott M. & Center Allen H. -Effective Public Relation (Prentice-Hall) 1982
- Seitel Fraser P. Practice of Public Relations, Columbus-Charles E. Merill Pub.
- Kaul J.M. -Public Relations in India, Naya Prakash, 1988
- Black, Sam -Practical Public Relations, Universal, 1994

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I. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Principle of Public Relations	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
2	Importance – Objectives – Scope and Functions	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
3	Organization of Public Relations of Corporate Bodies	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
4	Internal Organization	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
5	Seeking Consultancy Service	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
6	Role of Public Relations for Corporate, Selection of Public Relations Staff	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
7	Internal Security in Managing Delegates and Visitors	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
8	Qualities of Good Public Relations Personnel, Development of Public Relations Staff	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
9	Training of Public Relations Staff	Lecture	MBM106.1	Mid Term-1, Quiz & End Sem Exam
10	Public Relation strategy	Lecture	MBM106.2	Mid Term-1, Quiz & End Sem Exam
11	Tangible & Service Products	Lecture	MBM106.2	Mid Term-1, Quiz & End Sem Exam
12	Case Study of Corporates in India	Lecture	MBM106.2	Mid Term-1, Quiz & End Sem Exam
13	Strategy for Marketing	Lecture	MBM106.2	Mid Term-1, Quiz & End Sem Exam

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14	**Marketing Strategy for Creating Corporate Image**	**Lecture**	**MBM106.2**	**Mid Term-1, Quiz & End Sem Exam**
15	**Strategy for Promoting Social Awareness & Public Education for National Integrity**	**Lecture**	**MBM106.2**	**Mid Term-1, Quiz & End Sem Exam**
16	**Social Reforms, Health & Education, Meaning and Importance –**	**Lecture**	**MBM106.2**	**Mid Term-1, Quiz & End Sem Exam**
17	**Strategy for Damage Control, Public Relation Activities Before, During & After General Meetings of Corporate Bodies**	**Lecture**	**MBM106.2**	**Mid Term-1, Quiz & End Sem Exam**
18	**Public Meetings, Event Management**	**Lecture**	**MBM106.2**	**Mid Term-1, Quiz & End Sem Exam**
19	**Meaning – Importance – Process for Customer Care & Complaint Handling**	**Lecture**	**MBM106.3**	**Mid Term-1, Quiz & End Sem Exam**
20	**– Process to Collect Dues & keep the Customer – Communication with Aids to Trade**	**Lecture**	**MBM106.3**	**Mid Term-1, Quiz & End Sem Exam**
21	**Bankers, Insurance Agents and Local Bodies, Pubic Relations Materials & its Importance**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**
22	**Organizing Press Conferences – Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**
23	**Essentials in Presentations in Seminars / Conferences**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**
24	**Dress code – Audio Visual Aids – Communication Skills**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**

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25	**Contents of Presentation – Time Management**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**
26	**Feedback Analysis – Information Management**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**
27	**Sources – Importance in Public Relations Management**	**Lecture**	**MBM106.3**	**Presentation, Quiz & End Sem Exam**
28	**Do's & Don'ts in Public Relations Management**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
29	**Do's & Don'ts in Public Relations Management**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
30	**– Customers & Investors Education**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
31	**Selection & Importance of Brand Ambassadors**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
32	**Public Relations Functions in the light of : Right to Information**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
33	**Consumerism**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
34	**NGO Activism**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
35	**Code of Conduct in Advertisement**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**
36	**Outsourcing of Public Relations – Importance, Selection, Control**	**Lecture**	**MBM106.4**	**Presentation, Quiz & End Sem Exam**



J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM 106.1	Students will be able to identify the principles of Public Relations.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
MBM 106.2	Students will be able to understand the working of PRO's and to make public relation strategy for the brand.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
MBM 106.3	Understand the Process for Customer Care & Complaint Handling and other branches of communication that needs to be dealt with.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
MBM 106.4	Students will learn the ethics and the responsibilities of public relation management.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2

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MBM 106.5	Identify, analyze, and discuss actual case studies and/or strategic communication and PR campaigns.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

Sample Question Paper

Amity School of Communication I MID-SEMESTER (SEM -1) 2021-22						
Class: MBA(AD&PR) I Semester						
Subject Name: MBM 106 Principles of Management		Time: 2 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: List the broad perceptive of cloud architecture and model. CO2: Apply different cloud programming models as per need.						

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the principles of public relations?	3
CO1	Q.2a	Discuss the scope of public relation in Indian Context.	3
	Q.2b	What do you understand by internal organization?	3

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CO2	Q.3	What are the qualities of a good public relation personnel?	6
CO2	Q.4	What thinks will you keep in mind while selecting a your Public relation staff?	3
CO2	Q.5a	shed some light on Seeking Consultancy Service.	3
	Q.5b	What is the role of Public Relations for Corporate Internal Security in Managing Delegates	3
CO2	Q 6	What do you mean by Organization of Public Relations of Corporate Bodies	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the Principles of Public Relations Management **MBM 106 is level 2** for the academic year 2021-22.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Indian Financial System and Market
Course Code : MBM 107, Crédits : 03, Session : 2021-22 (Odd Sem.), Class : MBA (AD and PR) 1st Year
Faculty Name : Siddharth Sharma

A. **Introduction:** To access the knowledge of Indian Financial System and Market.

B. **Course Outcomes:** At the end of the course, students will be able to:
MBM107.1 . Develop ideas of the basic characteristics of Indian Financial system, its Potential on Natural Resources
MBM107.2 .. The intricacies of Indian financial system for better financial decision making.
MBM107.3 .. understand the concept of money market.
MBM107.4 .. understand the banking structure of India.
MBM107.5 **..** Understand the Regulatory Institutions and market.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

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[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is	A	5%

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	required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus

Course Contents/Syllabus:	Weightage (%)
Module I: Concept of Financial System	35 %
The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI –Present status and Future of PR in India, Formal and Informal Financial Systems, Functions of Financial System, Nature and Role of financial Institutions and Financial Markets, Financial System and the Economy,	
Module II: Money Market	35%
Meaning, Participants in Money Market, Composition of Money Market - Call Money Market, Operations in Call Money Market – Transactions and Participants - Advantages Drawback - Commercial Bills Market - Definition, Types, Operations in Bill Market - Discount Market –Acceptance Market – Importance of Bill Market and Drawbacks, Treasury Bills Market – Types Operation and Participants – Importance. Money Market Instruments - Certificate of Deposit, Commercial Paper, Interbank Participation Certificate Repo Instrument. Reforms and Development in the Money Market	
Module III: Regulatory Institutions and Market	30 %
Reserve Bank of India, Functions of RBI, Monetary Policy and Credit Control. Commercial Banks, Regional Rural Banks, Co-operative Banking Sector, Indigenous Banks. Development Banks, NBFC, Insurance companies – IRDA, Structure of Indian Capital Market, Functions of Capital Market, Government Security Market, Industrial security Market, Long-Term Loans and Financial guarantee Market Derivatives Market, Depository System Reforms in the Capital Market during Post Liberalization Period, Stock Exchanges – Role and Functions, Securities and Exchange Board of India. Mutual funds – Meaning, Types, Operations and Organization of	

Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

E. Suggested Text/Reference Books:

- Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002.
- Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand & Sons, New Delhi. 2002.
- Verma J.C., 'Venture Capital Financing in India', Sage, New Delhi, 1997.
- Sadhale H., 'Mutual Funds in India', Sage, New Delhi, 1997

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Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

F. Prectical Plan

Prectical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Business-Level Strategy,	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
2	Business-Level Strategy,	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
3	Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
4	Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
5	Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
6	Formal and Informal Financial Systems, Functions of Financial System,	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
7	Formal and Informal Financial Systems, Functions of Financial System,	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
8	Formal and Informal Financial Systems, Functions of Financial System,	Lecture	MBM107.1	Mid Term-1, Quiz & End Sem Exam
9	Nature and Role of	Lecture	MBM107.2	Mid

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	financial Institutions and Financial Markets, Financial System and the Economy			Term-1, Quiz & End Sem Exam
10	Nature and Role of financial Institutions and Financial Markets, Financial System and the Economy	Lecture	MBM107.2	Mid Term-1, Quiz & End Sem Exam
11	Nature and Role of financial Institutions and Financial Markets,	Lecture	MBM107.2	Mid Term-1, Quiz & End Sem Exam
12	Financial System and the Economy	Lecture	MBM107.2	Mid Term-1, Quiz & End Sem Exam
13	Meaning, Participants in Money Market, Composition of Money Market	Lecture	MBM107.2	Mid Term-1, Quiz & End Sem Exam
14	Meaning, Participants in Money Market, Composition of Money Market	Lecture	MBM107.2	Mid Term-1, Quiz & End Sem Exam
15	Call Money Market, Operations in Call Money Market – Transactions and Participants	Lecture	MBM107.3	Mid Term-1, Quiz & End Sem Exam
16	Call Money Market, Operations in Call Money Market – Transactions and Participants	Lecture	MBM107.3	Mid Term-1, Quiz & End Sem Exam
17	Advantages Drawback - Commercial Bills Market - Definition, Types, Operations in Bill Market	Lecture	MBM107.3	Quiz & End Sem Exam
18	Advantages Drawback - Commercial Bills Market - Definition, Types, Operations in Bill Market	Lecture	MBM107.3	Quiz & End Sem Exam
19	Discount Market – Acceptance Market – Importance of Bill Market and Drawbacks,	Lecture	MBM107.3	Quiz & End Sem Exam

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	Treasury Bills Market			
20	Discount Market – Acceptance Market – Importance of Bill Market and Drawbacks, Treasury Bills Market	Lecture	MBM107.3	Quiz & End Sem Exam
21	Types Operation and Participants – Importance. Money Market Instruments	Lecture	MBM107.3	Quiz & End Sem Exam
22	Certificate of Deposit, Commercial Paper, Interbank	Lecture	MBM107.3	Quiz & End Sem Exam
23	Participation Certificate Repo Instrument. Reforms and Development in the Money Market	Lecture	MBM107.4	Quiz & End Sem Exam
24	Participation Certificate Repo Instrument. Reforms and Development in the Money Market	Lecture	MBM107.4	Quiz & End Sem Exam
25	Reserve Bank of India, Functions of RBI, Monetary Policy and Credit Control	Lecture	MBM107.4	Quiz & End Sem Exam
26	Reserve Bank of India, Functions of RBI, Monetary Policy and Credit Control	Lecture	MBM107.4	Quiz & End Sem Exam
27	Commercial Banks, Regional Rural Banks, Co-operative Banking Sector	Lecture	MBM107.4	Quiz & End Sem Exam
28	Indigenous Banks. Development Banks, NBFC, Insurance companies – IRDA, Structure of Indian Capital Market,	Lecture	MBM107.4	Quiz & End Sem Exam
29	Indigenous Banks. Development Banks, NBFC, Insurance companies – IRDA, Structure of Indian Capital Market,	Lecture	MBM107.4	Quiz & End Sem Exam
30	Functions of Capital Market, Government Security Market	Lecture	MBM107.4	Quiz & End Sem Exam

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31	Industrial security Market, Long-Term Loans and Financial guarantee Market Derivatives Market,	Lecture	MBM107.5	Quiz & End Sem Exam
32	Industrial security Market, Long-Term Loans and Financial guarantee Market Derivatives Market,	Lecture	MBM107.5	Quiz & End Sem Exam
33	Depository System Reforms in the Capital Market during Post Liberalization Period, Stock Exchanges –	Lecture	MBM107.5	Quiz & End Sem Exam
34	Role and Functions, Securities and Exchange Board of India. Mutual funds – Meaning, Types, Operations and Organization of Fund	Lecture	MBM107.5	Quiz & End Sem Exam
35	Role and Functions, Securities and Exchange Board of India. Mutual funds – Meaning, Types, Operations and Organization of Fund	Lecture	MBM107.5	Quiz & End Sem Exam
36	Role and Functions, Securities and Exchange Board of India. Mutual funds – Meaning, Types, Operations and Organization of Fund	Lecture	MBM107.5	Quiz & End Sem Exam

G. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES	CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES

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		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBM107.1	Develop ideas of the basic characteristics of Indian Financial system, its Potential on Natural Resources	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM107.2	The intricacies of Indian financial system for better financial decision making	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM107.3	understand the concept of money market.	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM107.4	**Understand the banking structure of India.**	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM107.5	*Understand the Regulatory Institutions and market*	-	2	-	1	2	1	3	-	-	-	**1**	-	-

Amity School of Communication MID-SEMESTER(SEM-II) 2021-22						
Class: MBA Ist Semester						
SubjectName: MBM 107		Time: 1.5 Hrs **Indian Financial System and Market**		Max.Marks:30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		
The student will be able to CO1: Develop ideas of the basic characteristics of Indian Financial system, its Potential on Natural Resources CO2: The intricacies of Indian financial system for better financial decision making						

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CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss the Development of Indian PR	3
CO1	Q.2a	What do you understand by formal and informal financial system	3
	Q.2b	What are different functions of financial system	3
CO2	Q.3	What do you understand by money market	6
CO2	Q.4	Shed some light on Indian economics	3
CO2	Q.5a	What is diversification of business	3
	Q.5b	What is interbanking	3
CO2	Q6	What are the Reforms and Development in the Money Market	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Indian Financial System and Market** /Course code ***MBM 107*** is level 3 for the academic year 2021-22.

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Amity School of Communication
Course Handout
Course Name : Building Organizational Culture and Communication
Course Code : MBM 108 , Credits : 3 Session : 2021-2022 Class : MBA (Adv. & PR) - I
Faculty Name : Dr. Adhirit Chandra Pati Tripathi

A. Introduction: "Building Organizational Culture and Communication is a transformative course that delves into the dynamics of shaping a positive workplace culture through effective communication strategies. This course empowers individuals to foster a collaborative and communicative environment, driving organizational success and employee engagement."

B. Course Outcomes: At the end of the course, students will be able to:

- Understand the concept of communication in the organization.
- To familiarize with the working culture of different departments.
- To identify the importance of communication to develop strategies for positive image of the organization.
- Navigate organizational changes adeptly through effective communication.
- Enhance employee engagement through inclusive and motivational communication.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

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[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.
[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.
[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Organizational Behaviour	**15%**
Descriptors/Topics Definition & meaning of Organizational Behaviour, Why to Study Organizational Behaviour, Organizational Behaviour model, New Challenges for Organizational Behaviour Manager Learning: Nature of Learning, How Learning Occurs, Learning & Organizational Behaviour Case Study Analysis	

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Module II: Individual Personality	**25%**
Descriptors/Topics Meaning & Definition, Determinants of Personality, Personality Traits, Personality & Organizational Behaviour Perception: Meaning & Definition, Perceptual Process, Importance Oo Perception In Organizational Behaviour Motivation: Nature & Importance, Herzberg's Two Factor Theory, Maslow's Need Hierarchy Theory, Alderfer's Erg Theory Case Study Analysis	
Module III: Importance of Communication	**35%**
Descriptors/Topics Communication as a Tool for Improving Interpersonal Effectiveness Groups in Organisation: Nature, Types, Why Do People Join Groups, Group Cohesiveness & Group Decision Making, Managerial Implications, Effective Team Building Leadership: Leadership & Management, Theories of Leadership: Trait Theory, Behavioral Theory, Contingency Theory, Leadership & Followership, How To Be An Effective Leader Conflict: Nature of Conflict & Conflict Resolution Analysis: An Introduction To Transactional Analysis and Case Study Analysis	
Module IV: Organisational Culture	**25%**
Descriptors/Topics Organizational Culture and Climate – Factors Affecting Organizational Climate – Importance, Job Satisfaction – Determinants – Measurements – Influence on Behavior, Organizational Change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to Change – Managing change, Stress – Work Stressors – Prevention and Management of Stress – Balancing work and Life, Organizational development – Characteristics – Objectives –. Organizational Effectiveness	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- The Blackwell Handbook of Cross-Cultural Management by Martin J. Gannon (Editor); Karen L. Newman (Editor)

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- Handbook of Human Factors Testing and Evaluation by Samuel G. Charlton
- Handbook of Industrial and Organizational Psychology by Marvin D. Dunnette
- Handbook of Organizational Performance: behavior analysis 1and management by C
- Merle Johnson (Editor); William K. Redmon (Editor); Thomas C. Mawhinney (Editor)

References

- Martins, E. C., & Terblanche, F. (2003). Building organisational culture that stimulates creativity and innovation. *European journal of innovation management*.
- Sinclair, A. (1993). Approaches to organisational culture and ethics. *Journal of Business ethics*, *12*(1), 63-73.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition & meaning of Organizational Behaviour,	Lecture	MBM 108.1	Mid Term-1, Quiz & End Sem Exam
2	Why to Study Organizational Behaviour	Lecture	MBM 108.1	Mid Term-1, Quiz & End Sem Exam
3	Organizational Behaviour model	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
4	New Challenges for Organizational Behaviour Manager Learning	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
5	Nature of Learning	Lecture	MBM 108.1	Mid Term-1, Quiz & End Sem Exam
6	How Learning Occurs	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
7	Learning & Organizational Behaviour Case Study Analysis	Lecture	MBM 108.1	Mid Term-1, Quiz & End Sem Exam
8	Covering national level beats	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
9	Meaning & Definition of Individual Personality	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
10	Determinants of Personality	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
11	Personality Traits	Lecture	MBM 108.3	Mid Term-1, Quiz & End Sem Exam
12	Personality & Organizational Behaviour Perception	Lecture	MBM 108.3	Mid Term-1, Quiz & End Sem Exam
13	Meaning & Definition	Lecture	MBM 108.2	Mid Term-1, Quiz & End Sem Exam
14	Perceptual Process	Lecture	MBM 108.3	Mid Term-1, Quiz & End Sem Exam
15	Importance Oo Perception In Organizational Behaviour Motivation	Lecture	MBM 108.4	Mid Term-1, Quiz & End Sem Exam
16	Nature & Importance	Lecture	MBM 108.4	Mid Term-1, Quiz & End Sem

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				Exam
17	Herzberg's Two Factor Theory	Lecture	MBM 108.3	Mid Term-1, Quiz & End Sem Exam
18	Alderfer's Erg Theory Case Study Analysis	Lecture	MBM 108.4	Mid Term-1, Quiz & End Sem Exam
19	Communication as a Tool for Improving Interpersonal Effectiveness Groups in Organisation	Lecture	MBM 108.3	Mid Term-1, Quiz & End Sem Exam
20	Nature, Types, Why Do People Join Groups	Lecture	MBM 108.4	Mid Term-1, Quiz & End Sem Exam
21	Group Cohesiveness & Group Decision Making	Lecture	MBM 108.4	Mid Term-2, Quiz & End Sem Exam
22	Managerial Implications, Effective Team Building Leadership	Lecture	MBM 108.4	Mid Term-2, Quiz & End Sem Exam
23	Leadership & Management,	Lecture	MBM 108.3	Mid Term-2, Quiz & End Sem Exam
24	Leadership & Management,	Lecture	MBM 108.3	Mid Term-2, Quiz & End Sem Exam
25	Theories of Leadership	Lecture	MBM 108.3	Mid Term-2, Quiz & End Sem Exam
26	Trait Theory	Lecture	MBM 108.3	Mid Term-2, Quiz & End Sem Exam
27	Behavioral Theory	Lecture	MBM 108.3	Mid Term-2, Quiz & End Sem Exam
28	Contingency Theory	Lecture	MBM 108.4	Mid Term-2, Quiz & End Sem Exam
29	Leadership & Followership	Lecture	MBM 108.4	Quiz & End Sem Exam
30	How To Be An Effective Leader Conflict:	Lecture	MBM 108.4	Quiz & End Sem Exam
31	Nature of Conflict & Conflict Resolution Analysis	Lecture	MBM 108.5	Quiz & End Sem Exam
32	An Introduction To Transactional Analysis and Case Study Analysis	Lecture	MBM 108.5	Quiz & End Sem Exam
33	Organizational Culture and	Lecture	MBM	Quiz & End Sem

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	Climate – Factors Affecting Organizational Climate – Importance		108.5	Exam
34	Job Satisfaction – Determinants – Measurements – Influence on Behavior	Lecture	MBM 108.5	Quiz & End Sem Exam
35	Organizational Change – Importance	Lecture	MBM 108.4	Quiz & End Sem Exam
36	Stability Vs Change – Proactive Vs Reaction change	Lecture	MBM 108.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM 108.1	Understand the concept of communication in the organization.	3	3	1	3	1				2		2	1			
MBM 108.2	To familiarize with the working culture of different departments.	3	2	2	2	2				2		1	1			
MBM 108.3	To identify the importance of communication to develop strategies for positive image of the organization.	3	2	2	2	2				3		3	1			
MBM 108.4	Navigate organizational changes adeptly through effective communication	3	3	2	3	2				1		2	1			

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MBM 108.5	Enhance employee engagement through inclusive and motivational communication.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample Amity School of Communication 2021-22						
Class: MBA Ad&PR Building Organizational Culture and Communication I Semester						
Subject Name: Building Organizational Culture and Communication		Time: 3 Hrs		Max.Marks:70		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Define Organizational Behaviour and discuss its significance.	6
CO1	Q.2	Explore the nature of learning and how it occurs in the organizational context.	6
	Q.3	Analyze a case study illustrating the application of Organizational Behaviour concepts.	6
CO1	Q.4	Discuss the determinants and traits of individual personality in the context of organizational behaviour.	6
CO2	Q.5	Analyze a case study related to motivation theories and their application.	6
CO2	Q.6	Discuss the role of communication in improving interpersonal effectiveness.	6

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	Q.7	Discuss factors affecting organizational climate, its importance, and its influence on behavior.	10
CO2	Q.8	Define organizational development, its characteristics, objectives, and its role in achieving organizational effectiveness.	10
CO3	Q.9	Discuss the importance of organizational change, stressors, prevention, and management of stress. Analyze a case study on managing change.	10
CO3	Q.10	Discuss factors affecting organizational climate, its importance, and its influence on behavior.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Building Organizational Culture and Communication*** Course code ***MBM 108*** is level **3** for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: PUBLIC RELATIONS AND ADVERTISING RESEARCH
Course Code: MBM 201, Credits: 03, Session: 2021-22 (Even Sem), Class: MBA(AD&PR) II SEM
Faculty Name: Gaurav Chhabra

A. Introduction: This course delves into the dynamic realm of Marketing Research and Advertising, providing a comprehensive exploration of its principles and applications. Students will navigate through the intricacies of data collection, statistical analysis, and the pivotal role research plays in shaping marketing strategies and effective communication. Dive into real-world case studies, illuminating the intersection of research, advertising, and brand management.

B. Course Outcomes: At the end of the course, students will be able to:

MBM201.1. Understand the Advertising, PR and Marketing Research as the process that links the producers, customers, and end users to the marketer.

MBM201.2. Define Marketing Opportunities and Problems

MBM201.3. Generate, Refine, and Evaluate Marketing Actions

MBM201.4. Monitor Marketing Performance; and Improve Understanding of what is being Consumed in the Emerging Networked World.

MBM201.5. Comprehend the role of research in public relations, including research methodology, techniques, and areas of research in PR.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

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[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

D. Programme Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Marketing Research: Introduction & Overview Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies, Introduction to Web Analytics, Overview of MR Industry, Introduction to some top Marketing and Advertising research firms, Use of Marketing Research to support Marketing Strategy, Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-variance Sampling,	**35%**

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Sampling Techniques, Preparation of Research Design, Sequential Stages of a Marketing Project., Data Collection Methods and Tools, Case Studies.	
Module II: Advertising Research -Role, Scope and Use	
The Nature of Advertising Research, Contribution of Research to Communication Planning and Other Agency Functions, The Process of Advertising Research, Various kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking, Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility, Notice ability, Positioning/Branding Research, Audience Research/Audience Tracking/Ad-spend Tracking and Modelling, Advertising Content Analysis, The role of research in brand management.	**35%**
Module III: PR Research and Evaluation	
Role of Research in Public Relations, Research Methodology and Techniques., Various areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits etc.), Attitude Research/ Usage Research, Software Learning, SPSS Software Learning, Google Analytics.	**30%**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, tutorials, and discussion exercises.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Bagazzi Richard: Advanced methods of Marketing Research (US: Blackwell, 1994)
- Blankership Ab & Breen George Edward : State-of-the-Art Marketing Research (American
- Marketing Association 1995)

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- Cooper R Donald & Shind Ler S Pamela: Business Research Methods (Tata McGraw Hill 2004)
- David J Luck & Ronald S Rubin: Marketing Research (Prentice Hall of India 2001)
- Fletcher Alan ET AL: Fundamentals of Advertising Research (USA: Wadsworth 1991)
- Frey James: Survey Research by Telephone (London: Sage, 1991)
- Jensen Klaus Bruhn: A Handbook of Media and Communication Research: Qualitative and
- Quantitative Methodologies (London: L Routledge, 2002)
- Jugenheimer, Donald W: Advertising and public relations research (New Delhi: PHI Learning,
- 2010)
- Miller Delbert C: Handbook of Research design and social measurement (London: Sage, 1991)
- Maanen Jv: Qualitative Methodology (New Delhi: Sage, 1985)
- Monippally Mmand Pawar A S: Academic Writing- A Guide For Management Students And
- Researchers (New Delhi: Response Books) 2010
- Morrison A. Margaret ET.AL: Using Qualitative Research in Advertising, Strategies, Techniques
- and Applications (Sage Publications INC. US, 2012)
- Paul E Green&Donald S Tull & Gerald Albaum: Research for Marketing Decisions (Pentioce
- Hall of India 2001)
- Pati Debashish: Marketing Research (Universities Press 2003)
- Poynter Ray: The Handbook of Online and Social Media Research. Tools And Techniques For
- Market Research (UK: A John Wiley and Sons Ltd Publication, 2010)
- Priest Hornig Susanna: Doing Media Research: An Introduction (US: Sage Publications, 2010)

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature and Scope of Marketing Research, Types of Research/Data Sources.	Lecture	MBM201.1	Mid Term-1, Quiz & End Sem Exam
2	(Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies.	Lecture	MBM201.1	Mid Term-1, Quiz & End Sem Exam
3	Introduction to Web Analytics, Overview of MR Industry,	Lecture	MBM201.1	Mid Term-1, Quiz & End Sem Exam
4	Introduction to some top Marketing and Advertising research firms.	Lecture	MBM201.1	Mid Term-1, Quiz & End Sem Exam
5	Use of Marketing Research to support Marketing Strategy	Lecture	MBM201.1	Mid Term-1, Quiz & End Sem Exam
6	Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-variance Sampling, Sampling Techniques.	Lecture	MBM201.1	Mid Term-1, Quiz & End Sem Exam
7	Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-variance Sampling, Sampling Techniques.	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam
8	Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co-variance Sampling, Sampling Techniques.	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam
9	Preparation of Research Design,	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam
10	Sequential Stages of a Marketing Project., Data	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam

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	Collection Methods and Tools, Case Studies			
11	Sequential Stages of a Marketing Project., Data Collection Methods and Tools, Case Studies	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam
12	Sequential Stages of a Marketing Project., Data Collection Methods and Tools, Case Studies.	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam
13	The Nature of Advertising Research, Contribution of Research to Communication Planning and Other Agency Functions,	Lecture	MBM201.2	Mid Term-1, Quiz & End Sem Exam
14	The Process of Advertising Research, Various kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking.	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam
15	Ad Effectiveness Studies: Recall, Awareness.	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam
16	Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility, Notice ability, Positioning/Branding Research.	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam
17	Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility,	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam

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	Notice ability, Positioning/Branding Research.			
18	Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility, Notice ability, Positioning/Branding Research.	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam
19	Comprehension, Likeability and Empathy Ad-tests (print/audio-visual): Concept Testing/ Story Board Tests/Copy Testing/TVC Testing, Media Efficacy Studies: Reach, Visibility, Notice ability, Positioning/Branding Research.	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam
20	Audience Research/Audience Tracking/Ad-spend Tracking and Modelling, Advertising Content Analysis, The role of research in brand management	Lecture	MBM201.3	Mid Term-1, Quiz & End Sem Exam
21	Audience Research/Audience Tracking/Ad-spend Tracking and Modelling, Advertising Content Analysis, The role of research in brand management	Lecture	MBM201.3	Presentation, Quiz & End Sem Exam
22	Audience Research/Audience Tracking/Ad-spend Tracking and Modelling, Advertising Content Analysis, The role of research in brand management	Lecture	MBM201.3	Presentation, Quiz & End Sem Exam
23	Audience Research/Audience Tracking/Ad-spend Tracking and Modelling, Advertising Content Analysis, The role of research in brand management	Lecture	MBM201.3	Presentation, Quiz & End Sem Exam
24	Audience Research/Audience Tracking/Ad-spend Tracking and Modelling, Advertising Content Analysis, The role of research in brand management	Lecture	MBM201.3	Presentation, Quiz & End Sem Exam
25	Role of Research in Public Relations	Lecture	MBM201.3	Presentation, Quiz & End Sem Exam

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26	Research Methodology and Techniques	Lecture	MBM201.4	Presentation, Quiz & End Sem Exam
27	Various areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits etc.)	Lecture	MBM201.4	Presentation, Quiz & End Sem Exam
28	Attitude Research/ Usage Research, Software Learning	Lecture	MBM201.4	Presentation, Quiz & End Sem Exam
29	SPSS Software Learning	Lecture	MBM201.4	Presentation, Quiz & End Sem Exam
30	SPSS Software Learning	Lecture	MBM201.4	Presentation, Quiz & End Sem Exam
31	SPSS Software Learning	Lecture	MBM201.5	Presentation, Quiz & End Sem Exam
32	Google Analytics	Lecture	MBM201.5	Presentation, Quiz & End Sem Exam
33	Google Analytics	Lecture	MBM201.5	Presentation, Quiz & End Sem Exam
34	Google Analytics	Lecture	MBM201.5	Presentation, Quiz & End Sem Exam
35	Google Analytics	Lecture	MBM201.5	Presentation, Quiz & End Sem Exam
36	Google Analytics	Lecture	MBM201.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM201.1	Understand the Advertising, PR and Marketing Research as the process that links the producers, customers, and end users to the marketer.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
MBM201.2	Define Marketing Opportunities and Problems	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
MBM201.3	Generate, Refine, and Evaluate Marketing Actions	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
MBM201.4	Monitor Marketing Performance; and Improve Understanding of what is being Consumed in the Emerging Networked World.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
MBM201.5	Comprehend the role of research in public	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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	relations, including research methodology, techniques, and areas of research in PR.														

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II)2021-22

Class: MBA(AD&PR) II Semester

Subject Name: MBM201 PUBLIC RELATIONS AND ADVERTISING RESEARCH	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. Understand the Advertising, PR and Marketing Research as the process that links the producers, customers, and end users to the marketer.

CO2. Define Marketing Opportunities and Problems

CO3. Generate, Refine, and Evaluate Marketing Actions

CO4. Monitor Marketing Performance; and Improve Understanding of what is being Consumed in the Emerging Networked World.

CO5. Comprehend the role of research in public relations, including research methodology, techniques, and areas of research in PR.

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the different types of research/data sources in marketing research?	3
CO2	Q.2a	Explain the qualitative and quantitative methodologies used in marketing research.	3
	Q.2b	How does web analytics contribute to marketing research, and what is its significance?	3
CO4	Q.3	Discuss the use of marketing research in supporting marketing strategy.	6
CO3	Q.4	What are the various stages involved in the sequential process of a marketing project?	3
	Q.5a	Explain the role, scope, and nature of advertising research.	3

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CO5	Q.5b	How does advertising research contribute to communication planning and other agency functions?	3
CO3	Q 6	What areas of research are covered in public relations, and how does research contribute to PR activities?	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Public Relations and Advertising Research **MBM 201 is level 2** for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: CORPORATE COMMUNICATIONS: CONCEPTS, STRUCTURE AND FUNCTIONS
Course Code: MBM 202, Credits: 03, Session:2021-22 (Even Sem), Class: MBA(AD&PR) II SEM
Faculty Name: Dr. Manish Dubey

A. Introduction: This course delves into the intricacies of Corporate Communication and Identity, unraveling the structures and dynamics of organizational communication. Exploring the vital role of corporate identity and its integration into communication processes, students will navigate tools like lobbying, financial communication, and media management. Real-world case studies illuminate corporate image, brand management, and the legal aspects of identity.

B. Course Outcomes: At the end of the course, students will be able to:

MBM202.1. To understand the Concepts and Evolution of Corporate Communication in the Context of Organizations

MBM202.2. To discuss the Role and Scope of CC in Corporate Brand Management and Image Factors

MBM202.3. To review Media especially the Trade Media and its Relevance to the Practice of CC.

MBM202.4. To investigate Corporate Communication tools, including lobbying, sponsorship, and financial communication, with a focus on legal aspects.

MBM202.5. To examine the interplay between Corporate Communication and Public Relations, fostering strategic thinking, ethical considerations, and effective media handling.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

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[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

D. Programme Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Corporate Communication & Identity	

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Defining Structure of an Organization, Various Kinds of Organizations, Management Hierarchy, Various Kinds of Communication in an Organization, Role and Scope of Corporate Communication, Interface of Corporate Communication Department with various Management Disciplines, Defining Corporate Identity, Integrating Corporate Identity into Communication Process, Making of House Styles- the Wherewithal, Case Studies in Corporate Identity, Definition and Role of Corporate Image, Corporate Brand Management	**35%**
Module II: Corporate Communication tools and Public Relations	
Lobbying, Sponsorship, Financial communication, Corporate Reputation, Corporate Identity, The legal aspect of corporate identity, corporate reputation management Media Mileage, Understanding Corporate Communication, Definitions, Concept and Genesis of CC, Difference and Similarities between PR and CC, CC and Public Affairs, CC and Corporate Affairs, Publics in CC - Financial Publics, Media, Opinion Makers, Present state of CC, Organising Corporate Communication Activities, Areas of Strategic thinking in Corporate Communication, Ethics and Laws in Corporate.	**35%**
Module III: Organisational Communication	
Defining Structure of an Organization, Various kinds of Organizations, Management Hierarchy, Various kinds of Communication in an Organization, Role and Scope of Corporate Communication, Interface of Corporate Communication Department with Various Management Disciplines, Corporate Communication Tools and Media Handling, Case Studies of Corporate Communication	**30%**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, tutorials, and discussion exercises.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

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H. Text and References:

- Joseph Fernandez, Corporate Communication: A 21st Century Primer, Sage, 2004
- Richard R Dolphin, The Fundamentals of Corporate Communication, Butterworth Heinmann
- Donald R G Corporate Reputation, London: Kogan page Pitman Jackson, Corporate Communication for Managers, Pitman Publishing
- Paul Argentli Paul ,The Power of Corporate Communication, NY: McGraw Hill
- Clow E Kenneth, Integrated Advertising, Promotion and Marketing Communication, New Jersy, Prentice Hall
- Jaishri N Jethwaney, Public relations, ND: Sterling
- Kutlip Centre & Broom, Effective Public Relations, Prentice Hall, New Delhi

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Corporate Communication & Identity	Lecture	MBM202.1	Mid Term-1, Quiz & End Sem Exam
2	Defining Structure of an Organization, Various Kinds of Organizations,	Lecture	MBM202.1	Mid Term-1, Quiz & End Sem Exam
3	Management Hierarchy, Various Kinds of Communication in an Organization,	Lecture	MBM202.1	Mid Term-1, Quiz & End Sem Exam
4	Role and Scope of Corporate Communication,	Lecture	MBM202.1	Mid Term-1, Quiz & End Sem Exam
5	Interface of the Corporate Communication Department with various Management Disciplines	Lecture	MBM202.1	Mid Term-1, Quiz & End Sem Exam
6	Defining Corporate Identity	Lecture	MBM202.1	Mid Term-1, Quiz & End Sem Exam
7	Integrating Corporate, Identity into Communication Process	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam
8	Making of House Styles- the Wherewithal	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam
9	Case Studies in Corporate Identity	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam
10	Definition and Role of Corporate Image	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam
11	Corporate Brand Management	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam

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12	Corporate Communication tools and Public Relations	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam
13	Lobbying, Sponsorship, Financial communication	Lecture	MBM202.2	Mid Term-1, Quiz & End Sem Exam
14	Corporate Reputation, Corporate Identity	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
15	The legal aspect of corporate identity, corporate reputation management Media Mileage	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
16	Understanding Corporate Communication, Definitions, Concept and Genesis of CC	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
17	Difference and Similarities between PR and CC	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
18	CC and Public Affairs, CC and Corporate Affairs, Publics in CC - Financial Publics	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
19	Media Opinion Makers	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
20	Present state of CC	Lecture	MBM202.3	Mid Term-1, Quiz & End Sem Exam
21	Organising Corporate Communication Activities	Lecture	MBM202.3	Presentation, Quiz & End Sem Exam
22	Areas of Strategic thinking in Corporate Communication	Lecture	MBM202.3	Presentation, Quiz & End Sem Exam
23	Ethics and Laws in Corporate	Lecture	MBM202.3	Presentation, Quiz & End Sem Exam
24	Organizational Communication	Lecture	MBM202.3	Presentation, Quiz & End Sem Exam
25	Defining Structure of an Organization	Lecture	MBM202.3	Presentation, Quiz & End Sem Exam
26	Various kinds of Organizations, Management	Lecture	MBM202.4	Presentation, Quiz & End Sem Exam
27	Hierarchy, Various kinds of Communication in an Organization	Lecture	MBM202.4	Presentation, Quiz & End Sem Exam

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28	Role and Scope of Corporate Communication.	Lecture	MBM202.4	Presentation, Quiz & End Sem Exam
29	Interface of Corporate Communication Department with Various Management Disciplines.	Lecture	MBM202.4	Presentation, Quiz & End Sem Exam
30	Corporate Communication Tools and Media Handling.	Lecture	MBM202.4	Presentation, Quiz & End Sem Exam
31	Case Studies of Corporate Communication.	Lecture	MBM202.5	Presentation, Quiz & End Sem Exam
32	Case Studies of Corporate Communication.	Lecture	MBM202.5	Presentation, Quiz & End Sem Exam
33	Case Studies of Corporate Communication.	Lecture	MBM202.5	Presentation, Quiz & End Sem Exam
34	Case Studies of Corporate Communication.	Lecture	MBM202.5	Presentation, Quiz & End Sem Exam
35	Case Studies of Corporate Communication.	Lecture	MBM202.5	Presentation, Quiz & End Sem Exam
36	Case Studies of Corporate Communication.	Lecture	MBM202.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM202.1	To understand the Concepts and Evolution of Corporate Communication in the Context of Organizations	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
MBM202.2	To discuss the Role and Scope of CC in Corporate Brand Management and Image Factors	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
MBM202.3	To review Media especially the Trade Media and its Relevance to the Practice of CC.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
MBM202.4	To investigate Corporate Communication tools, including lobbying, sponsorship, and financial	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2

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	communication, with a focus on legal aspects.															
MBM202.5	To examine the interplay between Corporate Communication and Public Relations, fostering strategic thinking, ethical considerations, and effective media handling.	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II)2021-22

Class: MBA(AD&PR) II Semester

Subject Name: MBM202 CORPORATE COMMUNICATIONS: CONCEPTS, STRUCTURE AND FUNCTIONS	Time: 2 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. To understand the Concepts and Evolution of Corporate Communication in the Context of Organizations.

CO2. To discuss the Role and Scope of CC in Corporate Brand Management and Image Factors

CO3. To review Media especially the Trade Media and its Relevance to the Practice of CC.

CO4. To investigate Corporate Communication tools, including lobbying, sponsorship, and financial communication, with a focus on legal aspects.

CO5. To examine the interplay between Corporate Communication and Public Relations, fostering strategic thinking, ethical considerations, and effective media handling.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the significance of defining the structure of an organization in the context of Corporate Communication?	3
CO2	Q.2a	How does Corporate Communication interface with various management disciplines?	3
	Q.2b	Explain the process of integrating corporate identity into the communication process.	3
CO4	Q.3	Discuss the role and importance of lobbying in Corporate Communication tools.	6
CO3	Q.4	Differentiate between Corporate Communication and Public Relations, emphasizing their similarities and differences.	3

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CO5	Q.5a	Explore the role of financial communication in Corporate Communication.	3
	Q.5b	How are Public Affairs and Corporate Affairs interconnected in the realm of Corporate Communication?	3
CO3	Q 6	Discuss the ethical considerations and legal aspects relevant to Corporate Communication.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the **course Corporate Communications: Concepts, Structure and Functions MBM 202 is level 2** for the academic year 2021-22.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : **Strategic Communication Management**
Course Code : MBM 203, Crédits : 03 (P), Session : 2021-22 (Odd Sem.), Class : MBA (Ad&PR) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:

MBM203.1 . Understand how Strategy Management works.
MBM203.2 . Describe the scope and characteristics of Strategy Formulation.
MBM203.3 .Know the roots and type of Strategy Implementation.
MBM203.4 . understand the strategy formulation
MBM203.5 **..** Understand the implementation of different strategies.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

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[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is	A	5%

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	required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.		
End Semester Examination	Viva	EE	70%
Total			**100%**

D. Syllabus

E.

Modules Weightage (%)

Module I: Introduction of Strategy Management 35%

Nature of Strategic Management: Concept of Strategy, Strategic Management Process, Vision, Mission, Goals and Objectives, External Environmental Analysis, Analyzing Companies Resource in Competitive Position, Mintzberg's 5Ps of Strategy, Levels of strategy Functional-Level Strategy, Business-Level Strategy, Corporate-Level Strategy, Strategic Goals and Objectives—Features –Roles-Critical Success Factors

Module II : Strategy Formulation 35%

Strategy Formulation: Concept of Industry, Strategic Groups, Industry Life-cycle Analysis, Macro Environment, SWOT analysis– Internal & External Environmental Analysis, Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage and Fit; Strategic Analysis and Choice, Porter's Five Forces Model, Concept of Value Chain, Grand Strategies; Porter's Generic Strategies; Strategies for Competing in Global Markets.

Module III Strategy Implementation 30%

Corporate-Level Strategies: Diversification Strategies: Creating Corporate Value and the Issue of Relatedness, Vertical Integration: Coordinating the Value Chain, The Growth of the Firm: Internal Development, Mergers & Acquisitions, and Strategic Alliances Restructuring Strategies: Reducing the Scope of the Firm, Analyze PR Models and apply to Real World situations

Examination Scheme:

Components	**A**	**Project**	**IE**	**EE/Viva**
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

G.

- Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall
- Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi
- F. Cherunilam, Strategic Management, Himalaya Publishing.
- Strategic Management: A Stakeholder Approach - R. Edward Freeman
- Strategic Management: Theory and Application - Adrian Haberberg, Alison Rieple

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Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

H. Prectical Plan

Prectical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature of Strategic Management:	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
2	Concept of Strategy, Strategic Management	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
3	Concept of Strategy, Strategic Management	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
4	Vision, Mission, Goals and Objectives, External Environmental	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
5	Vision, Mission, Goals and Objectives, External Environmental	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
6	Analysis, Analyzing Companies Resource in Competitive Position,	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
7	Analysis, Analyzing Companies Resource in Competitive Position,	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
8	Mintzberg's 5Ps of Strategy, Levels of strategy Functional-Level	Lecture	MBM203.1	Mid Term-1, Quiz & End Sem Exam
9	Mintzberg's 5Ps of	Lecture	MBM203.2	Mid

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	Strategy, Levels of strategy Functional-Level			Term-1, Quiz & End Sem Exam
10	Strategy, Business-Level Strategy, Corporate-Level Strategy	Lecture	MBM203.2	Mid Term-1, Quiz & End Sem Exam
11	Strategy, Business-Level Strategy, Corporate-Level Strategy	Lecture	MBM203.2	Mid Term-1, Quiz & End Sem Exam
12	Strategic Goals and Objectives—Features – Roles-Critical Success Factors	Lecture	MBM203.2	Mid Term-1, Quiz & End Sem Exam
13	Strategy Formulation: Concept of Industry, Strategic Groups	Lecture	MBM203.2	Mid Term-1, Quiz & End Sem Exam
14	Strategy Formulation: Concept of Industry, Strategic Groups	Lecture	MBM203.2	Mid Term-1, Quiz & End Sem Exam
15	Industry Life-cycle Analysis, Macro Environment, SWOT analysis– Internal & External Environmental Analysis	Lecture	MBM203.3	Mid Term-1, Quiz & End Sem Exam
16	Industry Life-cycle Analysis, Macro Environment, SWOT analysis– Internal & External Environmental Analysis	Lecture	MBM203.3	Mid Term-1, Quiz & End Sem Exam
17	Industry Life-cycle Analysis, Macro Environment, SWOT analysis– Internal & External Environmental Analysis	Lecture	MBM203.3	Quiz & End Sem Exam
18	Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage and Fit	Lecture	MBM203.3	Quiz & End Sem Exam

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19	Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage and Fit	Lecture	MBM203.3	Quiz & End Sem Exam
20	Strategic Analysis and Choice, Porter's Five Forces Model, Concept of Value Chain	Lecture	MBM203.3	Quiz & End Sem Exam
21	Strategic Analysis and Choice, Porter's Five Forces Model, Concept of Value Chain	Lecture	MBM203.3	Quiz & End Sem Exam
22	Grand Strategies; Porter's Generic Strategies; Strategies for Competing in Global Markets.	Lecture	MBM203.3	Quiz & End Sem Exam
23	Grand Strategies; Porter's Generic Strategies; Strategies for Competing in Global Markets.	Lecture	MBM203.4	Quiz & End Sem Exam
24	Grand Strategies; Porter's Generic Strategies; Strategies for Competing in Global Markets.	Lecture	MBM203.4	Quiz & End Sem Exam
25	Corporate-Level Strategies: Diversification Strategies	Lecture	MBM203.4	Quiz & End Sem Exam
26	Corporate-Level Strategies: Diversification Strategies	Lecture	MBM203.4	Quiz & End Sem Exam
27	Corporate-Level Strategies: Diversification Strategies	Lecture	MBM203.4	Quiz & End Sem Exam
28	Creating Corporate Value and the Issue of Relatedness, Vertical Integration:	Lecture	MBM203.4	Quiz & End Sem Exam
29	Creating Corporate Value and the Issue of Relatedness, Vertical Integration:	Lecture	MBM203.4	Quiz & End Sem Exam
30	Creating Corporate Value and the Issue of Relatedness, Vertical Integration:	Lecture	MBM203.4	Quiz & End Sem Exam
31	Coordinating the Value Chain, The Growth of the Firm: Internal Development	Lecture	MBM203.5	Quiz & End Sem Exam

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32	Coordinating the Value Chain, The Growth of the Firm: Internal Development	Lecture	MBM203.5	Quiz & End Sem Exam
33	Mergers & Acquisitions, and Strategic Alliances Restructuring Strategies:	Lecture	MBM203.5	Quiz & End Sem Exam
34	Mergers & Acquisitions, and Strategic Alliances Restructuring Strategies:	Lecture	MBM203.5	Quiz & End Sem Exam
35	Reducing the Scope of the Firm, Analyze PR Models and apply to Real World situations	Lecture	MBM203.5	Quiz & End Sem Exam
36	Reducing the Scope of the Firm, Analyze PR Models and apply to Real World situations	Lecture	MBM203.5	Quiz & End Sem Exam

I. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBM203.1	Understand how Strategy Management works	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM203.2	Describe the scope and characteristics of Strategy Formulation	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM203.3	Know the roots and type of Strategy Implementation.	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM203.4	understand the strategy formulation	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM203	*Understand the implementation of different strategies*	-	2	-	1	2	1	3	-	-	-	**1**	-	-

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.5														

Amity School of Communication MID-SEMESTER(SEM-II) 2021-22						
Class: MBA 2nd Semester						
Subject Name: MBM 203		Time:1.5 Hrs **Strategic Communication Management**			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	What is strategic management?	3
CO1	Q.2a	Discuss the importance of vision and goals.	3
	Q.2b	Discuss the minzberg's 5p's	3
CO2	Q.3	What is business level strategy?	6
CO2	Q.4	What do you understand by Industry life cycle analysis	3
CO2	Q.5a	Discuss SWOT analysis	3
	Q.5b	What is porter's five forces model	3
CO2	Q6	What are the strategies for competing in global market	6

Attainments	**Rubric**

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Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course Strategic **Communication Management**/Course code ***MBM 203*** is level 3 for the academic year 2021-22.

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Amity School of Communication
Course Handout
Course Name : Advertising Strategies and Public Relations Practices
Course Code : MBM 204 , Credits : 3 Session : 2021-2022 Class : MBA (Adv. & PR) - II
Faculty Name : Dr. Sandeep Kumar

A. Introduction:
"Explore the art of persuasive communication in Advertising Strategies and Public Relations Practices. Learn techniques to strategically influence audiences and enhance brand reputation in today's dynamic communication environment."

B. Course Outcomes: At the end of the course, students will be able to:

- Understand the concept of communication in the organization.
- Analyze various dimensions of advertising agency and advertisements.
- To write for public relation.
- Responsibilities of account management and dealing with client.
- Acquire expertise in building and maintaining brand reputation through strategic communication practices, crisis management, and engagement strategies.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies,

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

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[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.
[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.
[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

A. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Course Contents/Syllabus:

	Weightage (%)
Module I: Advertising in Economy & Business	**35%**
Advertising the key ingredient in National Economic Growth – Stimulating Better Products – Healthy Competition – Competition and Monopoly – Rising GNP – Optimizing the Utility of Purchase, Advertisers and Advertising Agencies – Agency Structure – Departments of Ad Agencies – Research – Creative – Media Account Service -Integrated Agency Service – Account Planning and Account Management, Types of Appeals and Advertising Messages, Hierarchical Effects Theory – Brand Theories, Colour Theories – Audience Resistance, Resilience and	

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Selectivity – Audience use Theories- Media Dependency Theories	
Module II: PR Strategies and Tools	**35%**
Descriptors/Topics The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing: Press release etc, News Releases, Media alerts and fact sheets, Media kits , Pitch letters, News conferences , Radio News Releases and Video News Releases, Media Interviews, Media tours and press parties, Speech and presentations, Events Lobbying, Use of new media by PR professionals	
Module III: Account Management	**30%**
Descriptors/Topics Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths, Client related Issues and the Process: Stages in the Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation, Creative and Media Briefing Process(Agency Media Interface, Agency Revenue Process, Setting and Allocating Budget, Various Methods of Budgeting)	

E. Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment				**End Term Examination**
Components (Drop down)	**Mid Term Exam**	**Assignment/Project/Quiz**	**Attendance**	
Weightage (%)	15	10	05	70

F. Text Reading:

- Jaishri Jethwaney and Shruti Jain, 'Advertising Management', Second edition, Oxford

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University Press, New Delhi,
2013

- Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

References

- Bütschi, G., & Steyn, B. (2006). Theory on strategic communication management is the key to unlocking the boardroom. *Journal of communication management*
- Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International journal of strategic communication*, *1*(1), 3-35.

G. Lecture Plan

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Advertising the key ingredient in National Economic Growth	Lecture	MBM 204.1	Mid Term-1, Quiz & End Sem Exam
2	Advertising the key ingredient in National Economic Growth	Lecture	MBM 204.1	Mid Term-1, Quiz & End Sem Exam
3	Stimulating Better Products – Healthy Competition	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
4	Rising GNP	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
5	Advertisers and Advertising Agencies	Lecture	MBM 204.1	Mid Term-1, Quiz & End Sem Exam
6	Agency Structure	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
7	Agency Structure	Lecture	MBM 204.1	Mid Term-1, Quiz & End Sem Exam
8	Departments of Ad Agencies	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
9	Research – Creative – Media Account Service	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
10	Research – Creative – Media Account Service	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
11	Integrated Agency Service	Lecture	MBM 204.3	Mid Term-1, Quiz & End Sem Exam
12	Account Planning and Account Management	Lecture	MBM 204.3	Mid Term-1, Quiz & End Sem Exam
13	Types of Appeals and Advertising Messages	Lecture	MBM 204.2	Mid Term-1, Quiz & End Sem Exam
14	Hierarchical Effects Theory	Lecture	MBM 204.3	Mid Term-1, Quiz & End Sem Exam
15	Brand Theories	Lecture	MBM 204.4	Mid Term-1, Quiz & End Sem Exam
16	Colour Theories	Lecture	MBM 204.4	Mid Term-1, Quiz & End Sem

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				Exam
17	Audience Resistance	Lecture	MBM 204.3	Mid Term-1, Quiz & End Sem Exam
18	Resilience and Selectivity	Lecture	MBM 204.4	Mid Term-1, Quiz & End Sem Exam
19	Audience use Theories	Lecture	MBM 204.3	Mid Term-1, Quiz & End Sem Exam
20	Media Dependency Theories	Lecture	MBM 204.4	Mid Term-1, Quiz & End Sem Exam
21	The PR Process: Defining the Problem	Lecture	MBM 204.4	Mid Term-2, Quiz & End Sem Exam
22	Why it is Problem, the Strategy	Lecture	MBM 204.4	Mid Term-2, Quiz & End Sem Exam
23	Media Selection, Feedback and Evaluation	Lecture	MBM 204.3	Mid Term-2, Quiz & End Sem Exam
24	Case Studies, Tools of PR	Lecture	MBM 204.3	Mid Term-2, Quiz & End Sem Exam
25	Press Releases/Communiqué/ Briefs, Rejoinders	Lecture	MBM 204.3	Mid Term-2, Quiz & End Sem Exam
26	Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing	Lecture	MBM 204.3	Mid Term-2, Quiz & End Sem Exam
27	Media Relations management (Selection of Media and Reaching out to its various Publics) PR and Writing	Lecture	MBM 204.3	Mid Term-2, Quiz & End Sem Exam
28	Press release, News Releases, Media alerts	Lecture	MBM 204.4	Mid Term-2, Quiz & End Sem Exam
29	fact sheets, Media kits , Pitch letters	Lecture	MBM 204.4	Quiz & End Sem Exam
30	News conferences , Radio News Releases and Video News Releases	Lecture	MBM 204.4	Quiz & End Sem Exam
31	News conferences , Radio News Releases and Video News Releases	Lecture	MBM 204.5	Quiz & End Sem Exam

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32	Media Interviews, Media tours and press parties	Lecture	MBM 204.5	Quiz & End Sem Exam
33	Speech and presentations, Events Lobbying	Lecture	MBM 204.5	Quiz & End Sem Exam
34	Use of new media by PR professionals	Lecture	MBM 204.5	Quiz & End Sem Exam
35	Introduction to Account Management-Scope, Definition	Lecture	MBM 204.4	Quiz & End Sem Exam
36	Responsibilities and Implementation Paths, Client related Issues	Lecture	MBM 204.5	Quiz & End Sem Exam

H. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM 204.1	Understand the concept of communication in the organization.	3	3	1	3	1				2		2	1			
MBM 204.2	To familiarize with the working culture of different departments.	3	2	2	2	2				2		1	1			
MBM 204.3	To identify the importance of communication to develop strategies for positive image of the organization.	3	2	2	2	2				3		3	1			
MBM 204.4	Navigate organizational changes adeptly through effective communication	3	3	2	3	2				1		2	1			

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MBM 204.5	Enhance employee engagement through inclusive and motivational communication.	2	2	1	2	3				2		2	1			

Sample Question Paper

Sample End Term Examination Amity School of Communication 2021-22						
Class: MBA Ad & PR Building Organizational Culture and Communication I Semester						
Subject Name: Building Organizational Culture and Communication		Time: 3 Hrs			Max.Marks:70	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6	Q. 7, 8, 9, 10	
Student will be able to:						

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss how advertising contributes to national economic growth, stimulates product development, and optimizes utility.	6
CO1	Q.2	Explore the structure of advertising agencies, focusing on research, creative, media, account service, and integrated agency services.	6
	Q.3	Analyze a case study illustrating the application of Organizational Behaviour concepts.	6
CO1	Q.4	Describe the structure of advertising agencies, focusing on key departments and integrated services.	6
CO2	Q.5	Briefly explain the hierarchical effects theory, brand	6

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		theories, and theories related to audience resistance and selectivity.	
CO2	Q.6	Discuss briefly the stages in the client-agency relationship and factors affecting it.	6
	Q.7	Explain the pitching mechanism in advertising, including its simulation and importance.	10
CO2	Q.8	Describe the creative and media briefing process in advertising, including agency-media interface and budget allocation methods.	10
CO3	Q.9	Discuss the importance of effective media relations in PR, emphasizing tools like press releases, media alerts, and media kits.	10
CO3	Q.10	Explore various methods of budgeting in the account management process of advertising agencies.	20

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Advertising Strategies and Public Relations Practices*** /Course code ***MBM 204*** is level **3** for the academic year 2021-22.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM & COMMUNICATION
Course Handout
Course: COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY
Course Code: MBM 205, Credits: 03, Session:2021-22 (Even Sem), Class: MBA(AD&PR) II SEM
Faculty Name: Gaurav Chhabra

A. Introduction: This course delves into the intricacies of Corporate Communication and Identity, unraveling the structures and dynamics of organizational communication. Exploring the vital role of corporate identity and its integration into communication processes, students will navigate tools like lobbying, financial communication, and media management. Real-world case studies illuminate corporate image, brand management, and the legal aspects of identity.

B. Course Outcomes: At the end of the course, students will be able to:

MBM205.1. The student will be able to understand the roots of CSR.

MBM205.2. The student will be able to understand the critical elements of a CSR initiative

MBM205.3. The student will be able to understand the CSR communication paradox.

MBM205.4. The student will be able to understand the implementation issues of a CSR initiative.

MBM205.5. The student will be able to Investigate the nature, types, and impact of CSR activities on development programs, emphasizing relationships with development organizations and stakeholders' perspectives.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

C. Programme Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

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[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

D. Programme Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

E. Assessment Plan:

Component of Evaluation	Description	Code	Weightage %
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

F. Syllabus:

Modules	Weightage (%)
Module I: Introduction to CSR	
Meaning & Definition of CSR, History & Evolution of CSR. Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an Overlapping Concept, Concept of Sustainability & Stakeholder Management, CSR through Triple Bottom Line and Sustainable Business, Relation between CSR and Corporate Governance; Environmental Aspect of CSR, Chronological Evolution of CSR in India; Models	**20%**

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of CSR in India, Carroll's model, Drivers of CSR; Major Codes on CSR, Initiatives in India.	
Module II: Framework of CSR	
International Framework for Corporate Social Responsibility, Millennium Development Goals, Sustainable Development Goals, Relationship between CSR and MDGs United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights, OECD CSR policy tool.	**25%**
Module III: CSR & Development	
CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations– Relationships, Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR.	**25%**
Module IV: CSR and Communication	
Prioritizing Stakeholders & CSR Issues, The CSR Communication Dilemma, CSR Communication Framework, CSR Message Management, CSR Reports, & Stakeholder Engagement, Implementing CSR, Employee Engagement in CSR.	**30%**

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, tutorials, and discussion exercises.

G. Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					**End Term Examination**
Components (Drop down)	**Class Test**	**Project 1**	**Project2**	**Attendance**	**70**
Weightage (%)	15	5	10	5	70

H. Text and References:

- Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
- Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi
- Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press
- Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social

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- Responsibility-AEuropean Perspective, Edward Elgar. University of Delhi.
- Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi

I. Lecture Plan:

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Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to CSR	Lecture	MBM205.1	Mid Term-1, Quiz & End Sem Exam
2	Meaning & Definition of CSR	Lecture	MBM205.1	Mid Term-1, Quiz & End Sem Exam
3	History & Evolution of CSR	Lecture	MBM205.1	Mid Term-1, Quiz & End Sem Exam
4	Concept of Charity, Corporate Philanthropy	Lecture	MBM205.1	Mid Term-1, Quiz & End Sem Exam
5	Corporate Citizenship	Lecture	MBM205.1	Mid Term-1, Quiz & End Sem Exam
6	CSR-an Overlapping Concept	Lecture	MBM205.1	Mid Term-1, Quiz & End Sem Exam
7	Concept of Sustainability & Stakeholder Management.	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
8	CSR through Triple Bottom Line and Sustainable Business, Relation between CSR and Corporate Governance.	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
9	Environmental Aspect of CSR, Chronological Evolution of CSR in India.	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
10	Models of CSR in India, Carroll's model, Drivers of CSR.	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
11	Major Codes on CSR, Initiatives in India	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
12	Framework of CSR	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
13	International Framework for Corporate Social Responsibility,	Lecture	MBM205.2	Mid Term-1, Quiz & End Sem Exam
14	Millennium Development Goals	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam

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15	Sustainable Development Goals,	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam
16	Relationship between CSR and MDGs United Nations (UN) Global Compact 2011.	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam
17	UN guiding principles on business and human rights,	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam
18	OECD CSR policy tool	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam
19	CSR & Development	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam
20	CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations–Relationships,	Lecture	MBM205.3	Mid Term-1, Quiz & End Sem Exam
21	CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations–Relationships	Lecture	MBM205.3	Presentation, Quiz & End Sem Exam
22	CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations–Relationships	Lecture	MBM205.3	Presentation, Quiz & End Sem Exam
23	CSR activities–Nature, Types, Impact on Development Programmes- CSR & Development Organisations–Relationships	Lecture	MBM205.3	Presentation, Quiz & End Sem Exam
24	Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR	Lecture	MBM205.3	Presentation, Quiz & End Sem Exam
25	Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR	Lecture	MBM205.3	Presentation, Quiz & End Sem Exam
26	Functioning & Impact on Organisational Functioning Stakeholders' Participation & Perspectives about CSR	Lecture	MBM205.4	Presentation, Quiz & End Sem Exam
27	Functioning & Impact on	Lecture	MBM205.4	Presentation, Quiz & End Sem Exam

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	Organisational Functioning Stakeholders' Participation & Perspectives about CSR			
28	CSR and Communication	Lecture	MBM205.4	Presentation, Quiz & End Sem Exam
29	Prioritizing Stakeholders & CSR Issues	Lecture	MBM205.4	Presentation, Quiz & End Sem Exam
30	The CSR Communication Dilemma	Lecture	MBM205.4	Presentation, Quiz & End Sem Exam
31	CSR Communication Framework	Lecture	MBM205.5	Presentation, Quiz & End Sem Exam
32	CSR Message Management	Lecture	MBM205.5	Presentation, Quiz & End Sem Exam
33	CSR Reports, & Stakeholder Engagement	Lecture	MBM205.5	Presentation, Quiz & End Sem Exam
34	Implementing CSR	Lecture	MBM205.5	Presentation, Quiz & End Sem Exam
35	Employee Engagement in CSR	Lecture	MBM205.5	Presentation, Quiz & End Sem Exam
36	Employee Engagement in CSR	Lecture	MBM205.5	Presentation, Quiz & End Sem Exam

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J. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
MBM205.1	The student will be able to understand the roots of CSR.	1	1	2	1	3	1	2	3	3	3	2	3	1	2	1
MBM205.2	The student will be able to understand the critical elements of a CSR initiative.	2	1	1	2	2	1	2	3	2	3	3	1	2	3	2
MBM205.3	The student will be able to understand the CSR communication paradox.	3	2	2	2	2	2	2	3	3	3	2	1	3	2	1
MBM205.4	The student will be able to understand the implementation issues of a CSR initiative.	3	2	2	2	2	1	2	3	2	3	1	2	2	3	2
MBM205.5	The student will be able to Investigate the nature, types, and impact of CSR activities on development programs,	3	2	2	2	2	2	2	3	3	3	3	2	1	2	1

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	emphasizing relationships with development organizations and stakeholders' perspectives.														

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Sample Question Paper

Amity School of Communication

Department of Journalism and Mass Communication

MID-SEMESTER (SEM –II) 2021-22

Class: MBA(AD&PR) II Semester

Subject Name: MBM205 COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY	Time: 1.5 Hrs	Max. Marks: 30

Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,	Q.3	Q.5	Q.1	Q.6

Student will be able to

CO1. The student will be able to understand the roots of CSR.

CO2. The student will be able to understand the critical elements of a CSR initiative.

CO3. The student will be able to understand the CSR communication paradox.

CO4. The student will be able to understand the implementation issues of a CSR initiative.

CO5. The student will be able to Investigate the nature, types, and impact of CSR activities on development programs, emphasizing relationships with development organizations and stakeholders' perspectives.

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the historical evolution of Corporate Social Responsibility (CSR), and how has the concept evolved over time?	3
CO2	Q.2a	Define CSR and explore its overlapping concepts such as charity, corporate philanthropy, and corporate citizenship.	3
	Q.2b	How does CSR contribute to the Triple Bottom Line and sustainable business practices?	3
CO4	Q.3	Analyze the environmental dimension of CSR, emphasizing its evolution and current state in India.	6
CO3	Q.4	Describe the major codes and initiatives related to CSR in India, highlighting their significance.	3
CO5	Q.5a	Discuss the UN Global Compact and its principles on business and human rights.	3

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	Q.5b	Examine the OECD CSR policy tool and its role in shaping corporate social responsibility.	3
CO3	Q 6	Analyze the relationships between CSR and development organizations, assessing their functioning and impact on organizational dynamics.	6

Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on the internal and external assessment the level of Course outcome attainment of the course **Communicating Corporate Social Responsibility /MBM 205 is level 2** for the academic year 2021-22.

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Production: Campaign Designing
Course Code : MBM 207, Crédits : 04 (p), Session : 2021-22 (Odd Sem.), Class : MBA (AD and PR) 1st Year
Faculty Name : Siddharth Sharma

A. Introduction: To access the knowledge of student regarding Film Production.

B. Course Outcomes: At the end of the course, students will be able to:
MBM207.1 . Understand the Fundamentals of Production Design
MBM207.2 .. Analyze and Interpreting Scripts
MBM207.3 .. Master Design Software and Tools
MBM207.4 .. to understand Collaboration and Communication Skills:.
MBM207.5 .. Budgeting and Resource Management:.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies.

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes:

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

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[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes:

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

to an enriched classroom experience.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Project	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Viva	EE	70%
Total			**100%**

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Examination Scheme:

Components	A	Project	IE	Viva
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

Pedagogy for Course Delivery:

The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

D. Practical Plan

Practical	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
2	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
3	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
4	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
5	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
6	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
7	Production Design	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam

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8	Understanding Scripts	Practical	MBM207.1	Mid Term-1, Quiz & End Sem Exam
9	Understanding Scripts	Practical	MBM207.2	Mid Term-1, Quiz & End Sem Exam
10	Understanding Scripts	Practical	MBM207.2	Mid Term-1, Quiz & End Sem Exam
11	Understanding Scripts	Practical	MBM207.2	Mid Term-1, Quiz & End Sem Exam
12	Understanding Scripts	Practical	MBM207.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding Scripts	Practical	MBM207.2	Mid Term-1, Quiz & End Sem Exam
14	Understanding Scripts	Practical	MBM207.2	Mid Term-1, Quiz & End Sem Exam
15	Mastering Design Software and Tools	Practical	MBM207.3	Mid Term-1, Quiz & End Sem Exam
16	Mastering Design Software and Tools	Practical	MBM207.3	Mid Term-1, Quiz & End Sem Exam
17	Mastering Design Software and Tools	Practical	MBM207.3	Quiz & End Sem Exam
18	Mastering Design Software and Tools	Practical	MBM207.3	Quiz & End Sem Exam
19	Mastering Design Software and Tools	Practical	MBM207.3	Quiz & End Sem

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				Exam
20	Mastering Design Software and Tools	Practical	MBM207.3	Quiz & End Sem Exam
21	Mastering Design Software and Tools	Practical	MBM207.3	Quiz & End Sem Exam
22	Communication Skills	Practical	MBM207.3	Quiz & End Sem Exam
23	Communication Skills	Practical	MBM207.4	Quiz & End Sem Exam
24	Communication Skills	Practical	MBM207.4	Quiz & End Sem Exam
25	Communication Skills	Practical	MBM207.4	Quiz & End Sem Exam
26	Communication Skills	Practical	MBM207.4	Quiz & End Sem Exam
27	Communication Skills	Practical	MBM207.4	Quiz & End Sem Exam
28	Communication Skills	Practical	MBM207.4	Quiz & End Sem Exam
29	Resource Management	Practical	MBM207.4	Quiz & End Sem Exam
30	Resource Management	Practical	MBM207.4	Quiz & End Sem Exam
31	Resource Management	Practical	MBM207.5	Quiz & End Sem Exam
32	Resource Management	Practical	MBM207.5	Quiz & End Sem Exam
33	Resource Management	Practical	MBM207.5	Quiz & End Sem Exam
34	Resource Management	Practical	MBM207.5	Quiz & End Sem Exam
35	Resource Management	Practical	MBM207.5	Quiz & End Sem Exam
36	Resource Management	Practical	MBM207.5	Quiz & End Sem Exam

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E. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES										CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
MBM207.1	**Understand the Fundamentals of Production Design**	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM207.2	**Analyze and Interpreting Scripts**	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM207.3	**Master Design Software and Tools**	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM207.4	**to understand Collaboration and Communication Skills:..**	-	2	-	1	2	1	3	-	-	-	**1**	-	-
MBM207.5	**Budgeting and Resource Management:.**	-	2	-	1	2	1	3	-	-	-	**1**	-	-

Amity School of Communication MID-SEMESTER(SEM-II) 2021-22						
Class: MBA 2nd Semester						
Subject Name: MBM 207		Time:2 Hrs **Production Campaign Designing**			Max.Marks:30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating

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Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5,6		

CO Map	Question No.	Question	Marks
CO1	Q.1	Make a production campaign for the ads	15
CO2	Q.2	Design a campaign related to social issues	15

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Production campaign designing** /Course code ***MBM 207*** is level 3 for the academic year 2021-22.

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Course Handout
Course: MBA(AD&PR), **Seminar Paper: Corporate Image Building**
Course Code: MBM 208, Credits: 04, Session: 2021-22 (Odd Sem.), Class : MBA. 1st Year
Faculty Name: Dr Dhruv Sabharwal

Introduction: the course aims at instructing students about the concept of media marketing. Students will learn about the marketing strategies followed by different channels for distribution.

A. *Course Outcomes: At the end of the course, students will be able to:*

- MBM102.1 Students will be able to Develop Customer Relationships and Value Through Marketing.
- MBM 102.2 Students will learn Link Marketing and Corporate Strategies. They will also learn consumer behaviour toward buying.
- MBM102.3: Students will Recognize Organizational Markets and Buyer Behaviour
- MBM 102.4: Students will be List Ways to Reach Global Markets and will also learn Ethics and Social Responsibility in Marketing

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, and ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavours.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skilfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work**.**

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

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Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

DURATION: **4 WEEKS GUIDELINES**

The procedure for doing a Term Paper is as follows:

1. Choosing a Subject/Topic for Term Paper

a) The subject chosen should not be too general.

b) Make sure you start either with a presumption that you want to test or with a question that you want to address.

2. Finalization and approval of the topic of the Term Paper by respective faculty guide on a proper format (Synopsis)

After selection of the topic for the Term paper, students have to fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Term Paper.

3. Online registration by the students

Once the topic is approved by the faculty guide, students have to fill the form online on Amizone which will then be approved by the institution.

4. Allocation of faculty guides on Amizone by the Institution

A faculty guide will be allocated to Amizone. If there is any discrepancy between the synopsis submitted to the faculty guide and the form submitted online, then the Term Paper form will not be approved.

5. Submission of Weekly Progress Report (WPR) to the respective faculty guide

Submission of weekly progress reports is mandatory as WPR will be one of the assessment criteria for internal evaluation. The Weekly Progress Report has to be submitted in the prescribed format by the University.

6. Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide Students doing Term Papers are also required to maintain a daily diary of the work done during Term Paper. They are also required to contact the faculty guide and seek advice in case of any doubt.

7. Writing the first and second drafts of the topic and getting the same duly approved by the faculty guide.

You may follow the following structure:

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a) Statement of purpose, limitations, and parameters of the writing
b) Main body (including your references and your ideas and points of agreement anddisagreement)
c) Statement of summary, insights gained, further questions, and conclusion.
d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
e) Include only information/ details/ analyses that are relevant to your presumption or question.
f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

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8. Editing and preparing the final paper with a plagiarism report

A. Check to see that quotations serve one of the following purposes:

i)Show evidence of what an author has said.

ii)Avoid misrepresentation through restatement.

iii)Save unnecessary writing when ideas have been well expressed by the original author.

B. Read the paper to ensure that the language is not awkward and that its "flows" properly.

C. Check for proper spelling, phrasing, and sentence construction.

D. Check for proper format for footnotes, quotes, and punctuation.

E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

F.Submission of Final Report

The most important aspect of the courses is the final report. Therefore, the following must be ensured for producing quality reports.

a) The student will start the Term Paper as per the prescribed guidelines.

b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second draft of the report after making necessary changes as suggested by the guide.

c) The final report shall be submitted after checking plagiarism through Turnitin or any other format subscribed by the University. Copying material should not be more than 10% provided the source is mentioned in the report along with proper acknowledgement and referencing as per the plagiarism policy of the university.

d) The following will be submitted along with the final report,

i.Wpr
ii.Term Paper Diary
iii. Plagiarism Report

e). A student will be eligible to submit his report and final assessment provided he/she meets the following

conditions:

i.Online Registration for the Term Paper Course
ii.Approval of topic, Synopsis and Project Plan by the guide
iii.90 % of WPR was submitted.
iv.80 % of the WPR were satisfactory.
v.Similarity index not more than 15 % as per Plagiarism Prevention Policy

Report Requirements

S. No.	**CREDIT UNITS**	**Word length (excluding)**	**No. of Copies**	**Binding Type**	**Report Retention details**
1	Up to 3 Credits	3000-4000 words	02 copies	Spiral Binding	up to 6 months of declaration of the final result of the semester by the institution

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Assessment/ Examination Scheme:

Internal Assessment: 30, External Evaluation: 70 Internal

Assessment: The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	**WPRs** (No. of WPR Submitted) (Satisfactory WPR)	05
4	1st Draft on time	02
5	2nd Draft on time	02
	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

S. No.	Title	Marks (CEA = 70)
1	Research Approach	10
2	Originality & Creativity	10
3	Layout & Design	10
4	Content	15
5	Viva Voce	15
6	Student Learning Outcome	10

Comments (If Any) for **Guidelines/ Syllabus** by Industry Experts

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity School of Communication
Course Handout
Course: MBA(AD&PR) Quantitative Techniques and Media Statistics
Course Code: MBM 301, Credits: 03, Session: 2022-23 (Odd Sem.), Class: MBA. 3rd Sem
Faculty Name: Dr Sumit Narual

A. Introduction: The objective of this course is to familiarize students with the basics of the communication process and different practices of management. This course will help students in planning and organizing practices.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 301.1: Students will be able to understand statistical applications in Media Research

MBM 301.2: Students will describe the relationship between Public relations, Advertising Management & research.

MBM 301.3: Students will understand the appropriate application and interpretation of various inferential statistical procedures.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth to speed up the process of industrialization required for industry, especially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, and ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies.

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professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	CT	15%
	Mid Term 2		
	Seminar/Viva-Voce/Quiz/Home Assignment	S/V/Q/HA	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			100%

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D. Syllabus:

Modules	Weightage (%)
Module I – Correlation Analysis	20%
Descriptors/Topics Meaning, Concept and Characteristics of Correlation, Types of Correlation: Basic Type (Positive, Negative and Zero), Linearity Linear, Non-linear and Curvilinear, Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation, Determination of Correlation by Graphical Methods and Coefficient of Correlation, Concept of Multi-co linearity and Multiple Correlation	
Module II – Test of Significance	20%
Descriptors/Topics Concept and Application of Hypothesis Testing and Test of Significance, Type of Errors, Level of Significance, Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degree of Freedom, T-Test: Independent Sample T-Test, Paired T-Test, Chi-square Test: Meaning and Application, Test of Goodness of fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	
Module III – Analysis of Variance (ANOVA) and Time	20%
Descriptors/Topics Cross Tabulation and Chi-square Test with SPSS, One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS, Post-hoc Measurement, Time Series Analysis	
Module IV – Factor Analysis Methods	20%
Descriptors/Topics Factor Analysis: Meaning, Interpretation, Application, Principle Component Method with Varimax Rotation, KO Barlett's Test for Validity with SPSS, Identification of Factors through loading with SPSS, Advantage and Limitation of Factor Analysis	
Module V – Regression	20%
Descriptors/Topics Meaning, Application and Interpretation of Regression and its Terms, R^2, alpha-coefficient, Beta-Coefficient, T-value in Regression Analysis, Linear Regression Analysis, Multiple Regression Analysis and Types: Simple, Hierarchical and Stepwise, Concept and Application of Multiple Correlation and Regression, Relationship between Correlation Coefficient and Regression Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	0	100

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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				**End Term Examination**
Components	Mid Term Exam	Research Assignment	Attendance	
Weightage (%)	15	10	05	70

Text & References:

1. C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
2. Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
3. Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.
4. K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar: Statistical Methods for Research: A Step-by-Step Approach Using IBM SPSS, Atlantic Publishers and Distributors (P) Ltd; Edition (2016)

A. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Meaning, Concept and Characteristics of Correlation	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
2	Types of Correlation: Basic Type (Positive, Negative and Zero)	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
3	Linearity Based Linear	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
4	Non-linear and Curvilinear	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
5	Partial Correlation: Pearson's Product Moment Correlation	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
6	Spearman's Rank Order Correlation	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
7	Determination of Correlation by Graphical	Lecture	MBM 301.1	Mid Term-1, Quiz & End

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	Methods			Sem Exam
8	Coefficient of Correlation,	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
9	Concept of Multi-co linearity and Multiple Correlation	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
10	Critical Region, One-tailed and Two-tailed Tests, Size and Power of a Test	Lecture	MBM 301.1	Mid Term-1, Quiz & End Sem Exam
11	Degree of Freedom	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
12	T-Test: Independent Sample T-Test, Paired T-Test	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
13	Chi-square Test: Meaning and Application	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
14	Test of Goodness of Fit	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
15	Test in One-way Classification	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
16	Contingency Table	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
17	Cross Tabulation and Chi-square Test with SPSS,	Lecture	MBM 301.2	Mid Term-1, Quiz & End Sem Exam
18	Test of Independence of Factors, Yates Correction	Lecture	MBM 301.3	Mid Term-1, Quiz & End Sem Exam
19	Analysis of Variance (ANOVA) and Time	Lecture	MBM 301.3	Mid Term-1, Quiz & End Sem Exam
20	One-way ANOVA: Meaning, Interpretation	Lecture	MBM 301.3	Mid Term-1, Quiz & End Sem Exam
21	Application and	Lecture	MBM 301.3	Presentation,

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	Calculation with SPSS			Quiz & End Sem Exam
22	Two-way ANOVA: Meaning, Interpretation,	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
23	Application and Calculation with SPSS	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
24	Post-hoc Measurement	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
25	Time Series Analysis	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
27	Factor Analysis Methods	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
28	Factor Analysis: Meaning, Interpretation, Application,	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
29	Principle Component Method with Varimax Rotation	Lecture	MBM 301.3	Presentation, Quiz & End Sem Exam
30	KO Barlett's Test for Validity with SPSS,	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam
31	Identification of Factors through loading with SPSS,	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam
32	Meaning, Application and Interpretation of Regression	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam
33	Interpretation of Regression and its Terms-R, R2, Alpha-Coefficient, Beta-Coefficient, T-value in Regression Analysis	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam
34	Linear Regression Analysis, Multiple Regression Analysis and Types: Simple, Hierarchical and	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam

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	Stepwise			
35	Concept and Application of Multiple Correlation and Regression, Relationship between Correlation Coefficient and Regression	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam
36	Coefficient, Advantage and Assumption and Uses of Regression Analysis in Research Paper	Lecture	MBM 301.4	Presentation, Quiz & End Sem Exam

B. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES									
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MBM 301.1	Understand statistical applications in Media Research	**2**	**1**	**3**	**3**	**-**	**2**	**-**	**3**	**1**	**2**
MBM 301.2	Comprehend how and why statistics has developed as a tool of the scientific process	**3**	**1**	**1**	**2**	**3**	**3**	**2**	**1**	**2**	**1**
MBM 301.3	Students will understand the appropriate application and interpretation of various inferential statistical procedures	**1**	**2**	**3**	**2**	**1**	**3**	**2**	**3**	**2**	**1**

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Sample Question Paper

Amity School of Communication **MID-SEMESTER (SEM-III) 2021-22**						
Class: MBA-III Semester						
Subject Name: Quantitative Techniques and Media Statistics MBM 301		**Time: 1:30 Hrs**			**Max. Marks: 30**	
Levels of the questions as per Blooms-Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.2	Q.3 & 4		Q.5	Q.1 & 6	

The student will be able to

CO1: Understand statistical applications in Media Research

CO2: Comprehend how and why statistics has developed as a tool of the scientific process.

CO3: Understand the appropriate application and interpretation of various inferential statistical procedures

CO Map	Question No.	Question	Marks
CO1	Q.1	What do you mean by media research?	3
CO1	Q.2a	Explain the scope of statistical applications in Media Research	3
	Q.2b	Explain the 'Characteristics of Correlation.	3
CO2	Q.3	Analyze in detail the determination of Correlation by Graphical Methods	6
CO2	Q.4	What do you mean by the Application of Hypothesis	3
CO3	Q.5a	Write a short note on the Test of Significance,	3
	Q.5b	State the importance of the Chi-square Test.	3
CO3	Q 6	Enlist the Meaning, Interpretation, Application and Calculation with SPSS.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF 70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course ***Quantitative Techniques and Media Statistics /Course code MBM 301*** is level 3 for the academic year 2022-23.

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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course :Strategic Marketing and Brand Management
Course Code: MBM 302, Crédits: 03, Session: 2022-23 (Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Dr. Manish Dubey

A. Introduction: Strategic Marketing and Brand Management is designed to equip students with comprehensive knowledge and practical skills in enhancing the perceived value of products and brands, fostering brand loyalty, and implementing effective marketing strategies. Through a blend of theoretical insights and hands-on exercises, students will delve into the core principles of strategic marketing, brand analysis, and corporate communication.

B. Course Outcomes: At the end of the course, students will be able to:

MBM 302.1 Understand various techniques to increase the perceived value of a product line or brand over time.

MBM 302.2 Comprehend Brand management as a function of marketing that uses Effective brand management to enable the price of products and build loyal customers.

MBM 302.3 Understand the importance of brand and various strategies used by an organization.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

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[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)

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Module I Strategic Marketing Management	**25%**
Descriptors/Topics Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution. Objectives & concept of Strategic Marketing Management - Strategy Definition	
Module II Strategic Marketing analysis	**25%**
Descriptors/Topics SWOT Analysis, GAP Analysis – Competitive Analysis – Porter's 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey's 7s framework for analyzing and improving organizational effectiveness. Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation.	
Module III Brand Concepts and Brand Strategies	**25%**
Descriptors/Topics Evolution of Brands, Brands & Products, Brand Perspective, Brand Differentiation, Brand Positioning, Brand Image, Brand Equity, Brand Extension, Closing Branding Strategies, Product Branding, Line Branding, Range Branding, Umbrella Branding, Source double Branding, Endorsement Branding	
Module IV Tools of Corporate & Brand Communication	**25%**
Descriptors/Topics Desktop Publishing (DTP), Corporate Communication through websites, designing of website, Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report, Types of leaflets, formal and informal invitations, Designing of leaflets, invitations, Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and "Transparency" on Corporate communications practice	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Joseph Fernandez, Corporate Communications A 21st Century Primer.New Delhi Response Books.
- C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore HimalayaPublishing House.
- CEOs of leading PR Firms. The Art of Public Relations. New Delhi, Vision Books.
- Sharon Gerson, Technical Writing: Process and Product, Pearson Education
- B.N.Ahuja & SS Chhabra, Advertising & Public Relations. Delhi, Surjeet Publications.

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- Alison Theaker. The Public Relations Handbook. New Delhi-Vikas Publishing House Pvt.Ltd.
- Scott.M. Cutlip, Allen H.Center. Effective Public Relations. New Jersy-Pentice

A. Hall.Books**Lecture Plan**

Lecture	**Topics**	**Mode ofDelivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Strategic Marketing Management Vision	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
2	Objectives and Goals of business and their relationship with Strategic Marketing Management	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
3	Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
4	Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
5	Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
6	Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
7	Objectives & concept of Strategic Marketing Management - Strategy Definition	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam
8	Objectives & concept of Strategic Marketing Management - Strategy Definition	Lecture	MBM 302.1	Mid Term-1, Quiz & End Sem Exam

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9	Objectives & concept of Strategic Marketing Management - Strategy Definition	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
10	SWOT Analysis	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
11	GAP Analysis	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
12	Competitive Analysis	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
13	Porter's 5 forces Model of competition	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
14	BCG Matrix	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
15	GE 9 Cell Model as basic foundation of Strategic Marketing	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
16	McKinsey's 7s framework for analyzing and improving organizational effectiveness	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
17	Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation.	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
18	Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation.	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
19	Evolution of Brands	Lecture	MBM 302.2	Mid Term-1, Quiz & End Sem Exam
20	Brand Differentiation	Lecture	MBM 302.3	Mid Term-1, Quiz & End Sem Exam

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21	Brand Positioning	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
22	Brand Image	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
23	Brand Equity, Brand Extension	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
24	Closing Branding Strategies, Product Branding	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
25	Line Branding, Range Branding	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
26	Umbrella Branding, Source double Branding, Endorsement Branding	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
27	Umbrella Branding, Source double Branding, Endorsement Branding	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
28	Desktop Publishing (DTP)	Lecture	MBM 302.3	Mid Term-2, Quiz & End Sem Exam
29	Corporate Communication through websites	Lecture	MBM 302.3	Quiz & End Sem Exam
30	Designing of website	Lecture	MBM 302.3	Quiz & End Sem Exam
31	Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report	Lecture	MBM 302.3	Quiz & End Sem Exam
32	Types of leaflets, formal and informal invitations, Designing of leaflets	Lecture	MBM 302.3	Quiz & End Sem Exam
33	Blogs, Pod casting, chat rooms, social networking sites and current TV	Lecture	MBM 302.3	Quiz & End Sem Exam
34	Impact of citizen journalism and “Transparency” on Corporate communications practice	Lecture	MBM 302.3	Quiz & End Sem Exam
35	Impact of citizen journalism and “Transparency” on Corporate	Lecture	MBM 302.3	Quiz & End Sem Exam

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	communications practice			
36	Impact of citizen journalism and "Transparency" on Corporate communications practice	Lecture	MBM 302.3	Quiz & End Sem Exam

B. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 302.1	Understand the communication process.	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 302.2	Understand different school of thoughts for communication	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 302.3	Learn about the different models of communication..	2	1	1	2	-	-	-	-	-	1	2	1	1	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –III) 2022-23
Class: MBA (AD & PR) III Semester

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Subject Name: MBM 302 Strategic Marketing and Brand Management		Time: 1.5 Hrs			Max. Marks: 15	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5

Student will be able to

MBM 302.1 Understand various techniques to increase the perceived value of a product line or brand over time.

MBM 302.2 Comprehend Brand management as a function of marketing that uses Effective brand management to enable the price of products and build loyal customers.

MBM 302.3 Understand the importance of brand and various strategies used by an organization.

CO Map	Question No.	Question	Marks
CO1	Q.1	Define objectives and goals of marketing.	3
CO2	Q.2	Write about SWOT analysis.	3
CO3	Q.3	Explain Porter's 5 forces Model of competition.	3
CO2	Q.4	What are the key considerations in formulating marketing strategies for the components of Product, Price, Promotion, and Distribution, and how do these strategies contribute to achieving business objectives?	3
CO3	Q.5	Discuss the significance of GAP Analysis and Competitive Analysis.	3

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

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Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Strategic Marketing and Brand Management** /Course code ***MBM 302*** is level 3 for the academic year 2022-23.

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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Media and Entertainment Industry: Overview
Course Code: MBM 303, Crédits: 03, Session:2021-22(Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name :

A. **Introduction:** The Media and Entertainment Industry Overview (MBM 303) course provides students with a comprehensive understanding of the dynamics and intricacies of the media landscape. Through an exploration of mass media as a corporate enterprise, students will delve into various branches of the industry, gaining insights into ownership patterns, legal considerations, and organizational structures. The course aims to equip students with the knowledge necessary to navigate the rapidly evolving media landscape and grasp its implications on society, culture, and business.

B. Course Outcomes: At the end of the course, students will be able to:

MBM 303.1 Gain Knowledge of Mass Media as a Corporate Enterprise

MBM 303.2 Comprehend about the various branches in the Mass Media Industry

MBM 303.3 Understand the various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

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[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightag
Module I Media and Entertainment(M&E)	
Descriptors/Topics Four Pillars of M&E, Key development: Demonetisation, GST, National IPR Policy etc and its Impact, Evolution of Digital Consumer	**30%**

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Module II Contemporary Practices	**40%**
Descriptors/Topics Digitisation: Digital Advertising Ecosystem, the 4G Dawn, Digital News, Over the Top Video(OTT), The New Genre- Free to Air Channels, Indian Film Industry Performances, Rise of Biopics etc, Launch of New Radio Stations and New Genres, Listenership Trend, FMisation of the Country(Phase III etc), Animation (In film, advertisement etc), Language Newspaper, Penetration and Hyper Localisation, Newspaper Distribution Chain in India, VFX in Domestic Production, Augmented Reality vs Virtual Reality, Online Streaming (Hotstar, Voot, Netflix etc), Piracy and its Impact, UFO.	
Module III Media and Culture	**30%**
Descriptors/Topics Merger and Acquisition: Case Studies, Hegemony and Cultural Imperialism, Cultural Dependency (Dependency Paradigm), Media Business Amidst Convergence, Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

G. Lecture Plan

Lecture	Topics	Mode ofDelivery	Corresponding CO	Mode of Assessing CO
1	Four Pillars of M&E	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
2	Demonetisation	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
3	Key development: GST	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
4	National IPR Policy and its Impact	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam

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5	Evolution of Digital Consumer	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
6	Digital Advertising Ecosystem	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
7	The 4G Dawn	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
8	Digital News	Lecture	MBM 303.1	Mid Term-1, Quiz & End Sem Exam
9	Over the Top Video(OTT)	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
10	The New Genre- Free to Air Channels	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
11	Indian Film Industry Performances	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
12	Rise of Biopics	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
13	Launch of New Radio Stations and New Genres	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
14	Listenership Trend	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
15	FMisation of the Country(Phase III etc)	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
16	Animation (In film, advertisement etc)	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
17	Language Newspaper, Penetration and Hyper Localisation, Newspaper Distribution Chain in India	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
18	Language Newspaper, Penetration and Hyper Localisation, Newspaper Distribution Chain in India	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam
19	VFX in Domestic Production	Lecture	MBM 303.2	Mid Term-1, Quiz & End Sem Exam

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20	Augmented Reality vs Virtual Reality	Lecture	MBM 303.3	Mid Term-1, Quiz & End Sem Exam
21	Online Streaming (Hotstar, Voot, Netflix etc)	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
22	Online Streaming (Hotstar, Voot, Netflix etc)	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
23	Piracy and its Impact	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
24	UFO	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
25	Media and Culture Merger and Acquisition: Case Studies	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
26	Hegemony and Cultural Imperialism	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
27	Cultural Dependency (Dependency Paradigm)	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
28	Media Business Amidst Convergence	Lecture	MBM 303.3	Mid Term-2, Quiz & End Sem Exam
29	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam
30	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam
31	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam
32	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam
33	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam

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34	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam
35	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam
36	Mass Media Institutes and Organisation and School of thoughts. (Frankfurt, Toronto, etc)	Lecture	MBM 303.3	Quiz & End Sem Exam

A. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 303.1	Gain Knowledge of Mass Media as a Corporate Enterprise	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 303.2	Comprehend about the various branches in the Mass Media Industry	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 303.3	Understand the various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.	2	1	1	2	-	-	-	-	-	1	2	1	1	2	1

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –III) 2021-23						
Class: MBA (AD & PR) III Semester						
Subject Name: MBM 303 Media and Entertainment Industry: Overview		Time: 1.5 Hrs			Max. Marks: 15	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5

Students will be able to

MBM 303.1 Gain Knowledge of Mass Media as a Corporate Enterprise

MBM 303.2 Comprehend about the various branches in the Mass Media Industry

MBM 303.3 Understand the various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss four pillars of the Media and Entertainment Industry.	3
CO2	Q.2	Discuss the impact of this evolution on content creation, distribution, and revenue models within the industry.	3
CO3	Q.3	Explore the emerging trends and developments in the Indian media and entertainment landscape, such as the rise of biopics, the FMisation of radio, and the penetration of online streaming services.	3
CO2	Q.4	How have the key developments such as demonetization, GST implementation, and the National IPR Policy impacted the media and entertainment industry?	3
CO3	Q.5	Analyze the contemporary practices in digitization within the media and entertainment industry.	3

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Media and Entertainment Industry: Overview**/Course code ***MBM 303*** is level 3 for the academic year 2021-22.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Marketing in Digital World
Course Code: MBM 304, Crédits: 03, Session: 2022-23 (Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Mr. Siddharth Sharma

A. **Introduction:** In the contemporary business landscape, harnessing the power of digital marketing has become imperative for organizations seeking to thrive in an increasingly connected and technologically driven world. It offers students a comprehensive understanding of digital marketing strategies and techniques, with a focus on leveraging digital platforms to promote products and services effectively. Through a blend of theoretical insights and practical exercises, this course equips students with the knowledge and skills necessary to navigate the complexities of digital marketing and capitalize on its vast potential.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 304.1 Understand Digital Marketing in Detail
MBM 304.2 Comprehend about Social Media Marketing to promote a product or service.
MBM 304.3 Understand the importance of Digital Marketing

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

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[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Introduction to Digital Marketing and SEO	**25%**
Descriptors/Topics Strategies in Digital Marketing - Aligning Internet with Business Objectives - User Behaviour & Navigation - Branding & User Experience - Stakeholders in Search Customer	

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Insights - On & off-page Optimization - Meta Tags, Layout, Content Updates - Inbound Links & Link Building.	
Module II Digital Publication	**40%**
Descriptors/Topics Trends in Digital Publishing, Understanding the basic terms for newspaper: Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation head, Page Number, Bylines; Continuation line: Jump lines, Continuation Heads; End Sings; Pull-Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting up In-Design for designing digital documents, Creating a slide presentation.	
Module III Search Marketing And Web Site Analytics	**35%**
Descriptors/Topics Campaign Management - Conversion Tracking - Targeting & Analytics - Keyword Selection - Conversion Metrics: CPA, CTR - Goal Configuration &Funnels - Intelligence Reporting - Conversions, Bounce Rate, Traffic Sources, Scheduling etc. User Behaviour - Market Segmentation, Key Metrics - Best Practice Case Studies - Split Testing - Campaign Process Optimisation – SMS Strategy - Mobile Advertising - Mobile Optimized Websites - 7 Step Process for Mobile Apps - Proximity Marketing - Strategic Steps - Review & Testing	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Harrower, 2008, Digital World Handbook, McGraw-Hill Higher Education
- White, 2011, the Elements of Social Media marketing, Allworth Press
- Drucker, McVarish, 2008, Digital Marketing History: A Critical Guide, Pearson

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Digital Marketing and SEO	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
2	Strategies in Digital Marketing	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
3	Aligning Internet with Business Objectives - User Behaviour & Navigation	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam

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4	Branding & User Experience	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
5	Stakeholders in Search Customer Insights	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
6	On & off-page Optimization	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
7	Meta Tags, Layout, Content Updates - Inbound Links & Link Building	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
8	Meta Tags, Layout, Content Updates - Inbound Links & Link Building	Lecture	MBM 304.1	Mid Term-1, Quiz & End Sem Exam
9	Meta Tags, Layout, Content Updates - Inbound Links & Link Building	Lecture	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
10	Meta Tags, Layout, Content Updates - Inbound Links & Link Building	Lecture	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
11	Digital Publication	Lecture	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
12	Trends in Digital Publishing	Lecture	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
13	Understanding the basic terms for newspaper	Lecture	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
14	Body, TOC, Masthead, Heads & Titles: Kicker, Deck, Subhead, Running Head, Continuation head, Page Number, Bylines; Continuation line: Jump lines, Continuation Heads; End Sings; Pull- Quotes, Photos/ Illustration: Mug Shots, Caption, Photo Credit Line; Mailing Panel, Setting up In-Design	Lecture	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
15	Practice sessions	Practical	MBM 304.2	Mid Term-1, Quiz & End

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				Sem Exam
16	Practice sessions	Practical	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
17	Practice sessions	Practical	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
18	Practice sessions	Practical	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
19	Practice sessions	Practical	MBM 304.2	Mid Term-1, Quiz & End Sem Exam
20	Practice sessions	Practical	MBM 304.3	Mid Term-1, Quiz & End Sem Exam
21	Practice sessions	Practical	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
22	Practice sessions	Practical	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
23	Creating a slide presentation.	Lecture	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
24	Search Marketing And Web Site Analytics	Lecture	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
25	Campaign Management	Lecture	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
26	Conversion Tracking	Lecture	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
27	Targeting & Analytics	Lecture	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
28	Keyword Selection	Lecture	MBM 304.3	Mid Term-2, Quiz & End Sem Exam
29	Conversion Metrics	Lecture	MBM 304.3	Quiz & End Sem Exam
30	CPA, CTR	Lecture	MBM 304.3	Quiz & End Sem Exam
31	Goal Configuration &Funnels	Lecture	MBM 304.3	Quiz & End Sem Exam

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32	Intelligence Reporting	Lecture	MBM 304.3	Quiz & End Sem Exam
33	Conversions	Lecture	MBM 304.3	Quiz & End Sem Exam
34	Bounce Rate	Lecture	MBM 304.3	Quiz & End Sem Exam
35	Traffic Sources	Lecture	MBM 304.3	Quiz & End Sem Exam
36	Scheduling	Lecture	MBM 304.3	Quiz & End Sem Exam
37	User Behaviour	Lecture	MBM 304.3	Quiz & End Sem Exam
38	Market Segmentation	Lecture	MBM 304.3	Quiz & End Sem Exam
39	Key Metrics	Lecture	MBM 304.3	Quiz & End Sem Exam
40	Best Practice- Case Studies	Lecture	MBM 304.3	Quiz & End Sem Exam
41	Split Testing	Lecture	MBM 304.3	Quiz & End Sem Exam
42	Campaign Process Optimisation	Lecture	MBM 304.3	Quiz & End Sem Exam
43	SMS Strategy	Lecture	MBM 304.3	Quiz & End Sem Exam
44	Mobile Advertising	Lecture	MBM 304.3	Quiz & End Sem Exam
45	Mobile Optimized Websites	Lecture	MBM 304.3	Quiz & End Sem Exam
46	7 Step Process for Mobile Apps	Lecture	MBM 304.3	Quiz & End Sem Exam
47	Proximity Marketing, Strategic Steps - Review & Testing	Lecture	MBM 304.3	Quiz & End Sem Exam

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48	Proximity Marketing, Strategic Steps - Review & Testing	Lecture	MBM 304.3	Quiz & End Sem Exam

A. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 304.1	Understand Digital Marketing in detail	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 304.2	Comprehend about Social Media Marketing to promote a product or service.	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 304.3	Understand the importance of Digital Marketing	2	1	1	2	-	-	-	-	-	1	2	1	1	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –III) 2021-23		
Class: MBA (AD & PR) III Semester		
Subject Name: MBM 304 Marketing in Digital World	Time: 1.5 Hrs	Max. Marks: 15

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5

Students will be able to

MBM 304.1 Understand Digital Marketing in detail

MBM 304.2 Comprehend about Social Media Marketing to promote a product or service.

MBM 304.3 Understand the importance of Digital Marketing

CO Map	Question No.	Question	Marks
CO1	Q.1	Discuss the importance of branding in digital marketing and how it contributes to creating a positive user experience.	3
CO2	Q.2	Explain the concept of on-page and off-page optimization in SEO, and provide examples of strategies for each.	3
CO3	Q.3	What are meta tags, and how do they impact a website's search engine ranking?	3
CO2	Q.4	Explain the process of setting up InDesign for designing digital documents. What are the key considerations in creating visually appealing digital content?	3
CO3	Q.5	How can businesses utilize slide presentations as part of their digital marketing strategy?	3

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Marketing in Digital World** /Course code ***MBM 304*** is level 3 for the academic year 2022-23.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Financial Control and Management
Course Code: MBM 305, Crédits: 03, Session: 2022-23 Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Dr. Sandeep Kumar

A. **Introduction**: It is a fundamental course designed to equip students with the knowledge and skills necessary for effective financial management within organizations. Through an exploration of key concepts and techniques in financial control, management accounting, budgeting, and investment appraisal, this course empowers students to make informed decisions and optimize financial performance. By combining theoretical insights with practical applications, students will gain a comprehensive understanding of financial management principles and their significance in achieving organizational objectives.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 305.1 Understand and apply issues related to Management and Control
MBM 305.2 Explain the role of Management Control Systems
MBM 305.3 Identify and discuss the main issues related to designing and evaluating MCS
MBM 305.4 Present and discuss issues related to Budgeting

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

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[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Financial and Management Accounting	
Descriptors/Topics Financial and Management Accounting, Reporting as the Basis of the Financial Management, General Characteristics, Purpose, Tasks and Principles of the Financial and Management Accounting of the Enterprise, Financial Reporting as the Reflection of the Financial State of the Enterprise, its results and cash flows, Financial Reporting presentation	**25%**

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as the means of Capital Attracting, Management and Social Internal Reports of the Enterprise	
Module II Budgeting as the Instrument of Working Capital Management	**40%**
Descriptors/Topics Budgeting in the System of Financial Planning, Budgeting Directions, Types of budgets: Sales budget, Production Budget, Direct Material Cost Budget, Direct Wages and Salaries Budget, Overhead Production Budget, Overhead Budget. Finished Goods Stock Budget, Sales and Administrative Expenses Budget, Profit and Loss Statement Budget Preparation, Cash Flow Budget Preparation, Capital Budget Preparation, Balance Sheet Budget Preparation, Analysis and Control of Budget Indicators.	
Module III Investment Appraisal	**35%**
Descriptors/Topics Methods of Appraisal of Short-term and Long-term Projects Effectiveness, Project: Essence and Classification, Technology of Project Planning, Methods of Analysis of Projects Effectiveness (NPV, PI, PB, DPB, IRR, ROCE), Decision Making taking into Account Additional Factors, Control of Project Realization, Risk Analysis and Management, Estimation of Projects with different terms of Realization, Risk Ratios, Methods of Estimations and Ways of Reduction of Risk, Management options	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Merchant, Kenneth A & Van der Stede, Wim A (2007), Management control systems : performance measurement, evaluation and incentives. 2 edition. New York: Prentice Hall/Financial Times (850 p)
- Seal, Wilie & Garrison, Ray H & Noreen, Eric W (2008), Management Accounting. London: Mcgraw-Hill (856 p).

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Financial and Management Accounting	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
2	Reporting as the Basis of the Financial Management	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam

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3	Reporting as the Basis of the General Characteristics	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
4	Reporting as the Basis of The Purpose	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
5	Reporting as the Basis of Tasks and Principles of the Financial and Management	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
6	Reporting as the Basis of Accounting of the Enterprise	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
7	Financial Reporting as the Reflection of the Financial State of the Enterprise	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
8	Its results and cash flows	Lecture	MBM 305.1	Mid Term-1, Quiz & End Sem Exam
9	Financial Reporting presentation as the means of Capital Attracting	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
10	Management and Social Internal Reports of the Enterprise	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
11	Budgeting in the System of Financial Planning	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
12	Budgeting Directions	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
13	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
14	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
15	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
16	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
17	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam

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18	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
19	Types of budgets	Lecture	MBM 305.2	Mid Term-1, Quiz & End Sem Exam
20	Types of budgets	Lecture	MBM 305.3	Mid Term-1, Quiz & End Sem Exam
21	Types of budgets	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
22	Types of budgets	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
23	Investment Appraisal	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
24	Methods of Appraisal of Short-term and Long-term	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
25	Projects Effectiveness	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
26	Project: Essence and Classification	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
27	Technology of Project Planning	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
28	Methods of Analysis of Projects Effectiveness (NPV, PI, PB, DPB, IRR, ROCE)	Lecture	MBM 305.3	Mid Term-2, Quiz & End Sem Exam
29	Decision Making taking into Account Additional Factors	Lecture	MBM 305.3	Quiz & End Sem Exam
30	Control of Project Realization	Lecture	MBM 305.3	Quiz & End Sem Exam
31	Risk Analysis and Management	Lecture	MBM 305.3	Quiz & End Sem Exam
32	Estimation of Projects with different terms of Realization	Lecture	MBM 305.3	Quiz & End Sem Exam
33	Risk Ratios	Lecture	MBM 305.3	Quiz & End Sem Exam

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34	Methods of Estimations and Ways of Reduction of Risk	Lecture	MBM 305.3	Quiz & End Sem Exam
35	Management options	Lecture	MBM 305.3	Quiz & End Sem Exam
36	Management options	Lecture	MBM 305.3	Quiz & End Sem Exam

A. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 305.1	Understand apply issues related to Management and Control	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 305.2	Explain the role of Management Control Systems	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 305.3	Identify and discuss the main issues related to designing and evaluating MCS	2	1	1	2	-	-	-	-	-	1	2	1	1	2	1
MBM 305.4	Present and discuss issues related to Budgeting	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –III) 2022-23						
Class: MBA (AD & PR) III Semester						
Subject Name: MBM 305 Financial Control and Management		Time: 1.5 Hrs			Max. Marks: 15	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5

Students will be able to

MBM 305.1 Understand Digital Marketing in detail

MBM 305.2 Comprehend about Social Media Marketing to promote a product or service.

MBM 305.3 Understand the importance of Digital Marketing

CO Map	Question No.	Question	Marks
CO1	Q.1	What is the difference between financial and management accounting, and how do they contribute to the overall financial management of an enterprise?	3
CO2	Q.2	How does financial reporting serve as the foundation for financial management within an organization?	3
CO3	Q.3	Discuss the importance of internal reports in financial and management accounting. How do these reports serve the needs of management and stakeholders?	3
CO4	Q.4	Explain the purpose and components of a cash flow budget. How does it contribute to the effective management of working capital?	3
CO4	Q.5	How do organizations analyze and control budget indicators to ensure effective financial management? Discuss the importance of budget variance analysis in this context.	3

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Financial Control and Management**/Course code ***MBM 305*** is level 3 for the academic year 2022-23.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Event Planning and Management
Course Code: MBM 306, Crédits: 03, Session: 2022-23 (Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Mr. Adhirit Chandra Pati Tripathi

A. **Introduction**: It is a comprehensive course designed to equip students with the knowledge and skills required to excel in the dynamic field of event management. Through an exploration of key concepts and practical applications, students will gain a deep understanding of the role of events as essential tools in marketing and corporate communication. This course delves into the intricacies of event planning, execution, and evaluation, emphasizing the importance of effective crisis management and the integration of public relations, advertising, and promotions in event strategies.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 306.1 Understand EM companies function as independent organizations.
MBM 306.2 Develop the understanding of the events as prevalent tools of marketing.
MBM 306.3 Analyzing the role of events in building/developing corporate image
MBM 306.4 Provide an insight into the important aspects of crisis/risk management in events.
MBM 306.5 Creating a combination of PR, advertising and promotions that help a corporate organization

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC

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Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Introduction To Event Management	**35%**

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Descriptors/Topics Early Beginnings- Definition of Events. Distinction Between Everyday Events and an Event Per-Say, How To Make an Event Out of Ordinary Activities, Need For Management of Events, Difference Between Marketing /Advertising and Event Management, Role of Event Management in The Context of Organizational Needs, Events as Part of PR and Corporate Campaigns, Understanding the Importance of – Meetings, Press Conferences, Conventions, Expositions	
Module II Elements related to Events	**30%**
Descriptors/Topics Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	
Module III Event Planning	**35%**
Descriptors/Topics Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management; Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- The Business of Media; Croteam, David
- Media Economic (Understanding markets, Industries and Concepts); Albarran, Alan B.
- Savita Bhan-Managing Presentations; Wakhlu,
- Palmer's- Stage Management, Lighting and Sound
- Walters, Graham -Stage Lighting step-by-step;
- W.Oren & Wolf, R.Craig -Scene Design and Stage Lighting; Parker,
- Gaur, Sanjaya S & Saggere,S.V.-Event Marketing & Management;
- Hoyle Jr., Leonaed H.- Event Marketing
- Lynn Van Der Wagem -Event Management
- Angus, Robert B.-Planning, Performing & Controlling

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Early Beginnings- Definition of Events.	Lecture	MBM 306.1	Mid Term-1, Quiz & End

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	Distinction Between Everyday Events and an Event Per-Say, How To Make an Event Out of Ordinary Activities, Need For Management of Events, Difference Between Marketing /Advertising and Event Management,			Sem Exam
2	Early Beginnings- Definition of Events. Distinction Between Everyday Events and an Event Per-Say, How To Make an Event Out of Ordinary Activities, Need For Management of Events, Difference Between Marketing /Advertising and Event Management,	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam
3	Early Beginnings- Definition of Events. Distinction Between Everyday Events and an Event Per-Say, How To Make an Event Out of Ordinary Activities, Need For Management of Events, Difference Between Marketing /Advertising and Event Management,	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam
4	Early Beginnings- Definition of Events. Distinction Between Everyday Events and an Event Per-Say, How To Make an Event Out of Ordinary Activities, Need For Management of Events, Difference Between Marketing /Advertising and Event Management,	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam
5	Role of Event Management in The Context of Organizational	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam

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	Needs, Events as Part of PR and Corporate Campaigns, Understanding the Importance of – Meetings, Press Conferences, Conventions, Expositions			
6	Role of Event Management in The Context of Organizational Needs, Events as Part of PR and Corporate Campaigns, Understanding the Importance of – Meetings, Press Conferences, Conventions, Expositions	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam
7	Role of Event Management in The Context of Organizational Needs, Events as Part of PR and Corporate Campaigns, Understanding the Importance of – Meetings, Press Conferences, Conventions, Expositions	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam
8	Role of Event Management in The Context of Organizational Needs, Events as Part of PR and Corporate Campaigns, Understanding the Importance of – Meetings, Press Conferences, Conventions, Expositions	Lecture	MBM 306.1	Mid Term-1, Quiz & End Sem Exam
9	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam

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10	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
11	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
12	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
13	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam

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	Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera			
14	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
15	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
16	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
17	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company;	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam

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	Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera			
18	Scope and Importance of Events; Types and Sizes of Events Relationship between-Events, Advertising, and PR; 5 C's of an Event, Departments in an event Management company; Designing of an Event; Event logistics Event Production- Theme, Décor, Stage set-up, Lighting, Sound, Camera	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
19	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.2	Mid Term-1, Quiz & End Sem Exam
20	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-1, Quiz & End Sem Exam
21	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
22	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
23	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
24	Event Research – Importance; Event	Lecture	MBM 306.3	Mid Term-2, Quiz & End

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	proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;			Sem Exam
25	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
26	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
27	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
28	Event Research – Importance; Event proposal; Pitching Process; Event Scheduling; Event Marketing Crisis Management;	Lecture	MBM 306.3	Mid Term-2, Quiz & End Sem Exam
29	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam
30	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam
31	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and	Lecture	MBM 306.3	Quiz & End Sem Exam

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	sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience			
32	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam
33	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam
34	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam
35	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam
36	Case Study, Importance and process of Event Evaluation; Establishing tangible objectives and sensitivity in evaluation; Evaluation from the point of view of: Client, Organizer, Target Audience	Lecture	MBM 306.3	Quiz & End Sem Exam

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A. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 306.1	Understand EM companies function as independent organizations.	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 306.2	Develop the understanding of the events as prevalent tools of marketing.	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 306.3	Analyzing the role of events in building/developing corporate image	2	1	1	2	-	-	-	-	-	1	2	1	1	2	1
MBM 306.4	Provide an insight into the important aspects of crisis/risk management in events.	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 306.5	Creating a combination of PR, advertising and promotions that help a corporate organization	2	1	1	2	-	-	-	-	-	1	2	1	1	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –III) 2022-23		
Class: MBA (AD & PR) III Semester		
Subject Name: MBM 306 Event Planning and Management	Time: 1.5 Hrs	Max. Marks: 15

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Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5

Students will be able to
MBM 306.1 Understand EM companies function as independent organizations.
MBM 306.2 Develop the understanding of the events as prevalent tools of marketing.
MBM 306.3 Analyzing the role of events in building/developing corporate image
MBM 306.4 Provide an insight into the important aspects of crisis/risk management in events.
MBM 306.5 Creating a combination of PR, advertising and promotions that help a corporate organization

CO Map	Question No.	Question	Marks
CO1	Q.1	How can ordinary activities be transformed into events? Explain the process of making an event out of everyday occurrences.	3
CO2	Q.2	Why is the management of events necessary? Discuss the significance of event management in the context of organizational needs.	3
CO3	Q.3	Explore the significance of meetings, press conferences, conventions, and expositions within the realm of event management. How do these events contribute to organizational objectives?	3
CO4	Q.4	Discuss the interrelationship between events, advertising, and public relations. How do events complement marketing strategies and enhance brand visibility?	3
CO5	Q.5	Describe the 5 C's of an event outlined in the module. What are these components, and how do they contribute to the success of an event?	3

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Event Planning and Management**/Course code ***MBM 306*** is level 3 for the academic year 2022-23.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Production: New Media as tools of Advertising and Public Relations
Course Code: MBM 307, Crédits: 03, Session: 2022-23 (Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Mr. Siddharth Sharma

A. **Introduction**:

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 307.1 To access the knowledge of students regarding New Media as tools of Advertising and Public Relations. Students will produce advertisements as well as Detailed PR or Advertising Digital Campaign as per their choice.

MBM 307. 2 Students will submit the project at the time of end term examination which will be beneficial for their career growth.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

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Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

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Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Internal evaluation	IE	25%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	Lab/ Practical Exam	EE	70%
Total			**100%**

D. Examination Scheme:

Components	**A**	**IE**	**EE(Practical)**
Weightage (%)	5	25	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

E. Lecture Plan

Lecture	**Topics**	**Mode of Delivery**	**Corresponding CO**	**Mode of Assessing CO**
1	Production: New Media as tools of Advertising and Public Relations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA

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2	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
3	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
4	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
5	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
6	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
7	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
8	Production Exercise and Presentations	Practical	MBM 307.1	Internal Assignment /External Project+ VIVA
9	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
10	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
11	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
12	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
13	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA

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14	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
15	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
16	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
17	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
18	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
19	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
20	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
21	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
22	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
23	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
24	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
25	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA

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26	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
27	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
28	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
29	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
30	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
31	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
32	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
33	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
34	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
35	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
36	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
37	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA

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38	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
39	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
40	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
41	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
42	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
43	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
44	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
45	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
46	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
47	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA
48	Production Exercise and Presentations	Practical	MBM 307.2	Internal Assignment /External Project+ VIVA

A. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 307.1	To access the knowledge of student regarding New Media as tools of Advertising and Public Relations. Students will produce advertisement as well as Detailed PR or Advertising Digital Campaign as per their choice.	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 307.2	Students will submit the project at the time of end term examination which will be beneficial for their career growth. The examination for the same will be conduction as follows.	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Production: New Media as tools of Advertising and Public Relations**/Course code ***MBM 307*** is level 2 for the academic year 2022-23.

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Legal Aspects of Business in Media
Course Code: MBM 401, Crédits: 03, Session:2022-23 (Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Mr. Gaurav Chhabra

A. **Introduction**: It is a vital course designed to provide students with a comprehensive understanding of the legal frameworks governing media enterprises. In today's dynamic media landscape, navigating legal issues and understanding business ethics are essential for success. This course aims to equip students with the knowledge and skills necessary to operate ethically and legally within the media industry. Through an exploration of key legal concepts and case studies, students will gain insight into intellectual property rights, media laws, and the regulatory environment governing media organizations.

B. **Course Outcomes:** At the end of the course, students will be able to:

MBM 401.1 Understand business retain legal ownership rights to physical products, trademarks, patents and copyrights.

MBM 401.2 Define Intellectual Property, Establish Business as the Legal Owner

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

PEO3- Social Impact Awareness: Students will be educated on social issues and their repercussions on society. They will develop the ability to implement remedial measures when necessary and they will analyse issues relating to communication management through informed perspectives.

PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

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PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

[PO.3]. Audience Analysis and Segmentation: Students will master the skills necessary to conduct comprehensive audience analysis and segmentation, enabling them to tailor communication strategies precisely to specific target audiences for heightened effectiveness.

[PO.4]. Crisis Communication Management: Equipped with both knowledge and practical skills, students will effectively manage and mitigate communication crises, safeguarding the reputation and integrity of organizations through thoughtful and strategic crisis communication.

[PO.5]. Media Planning and Buying Expertise: Students will attain proficiency in media planning and buying, understanding the dynamics of various media channels and skillfully optimizing budgets for maximum reach and impact.

[PO.6]. Digital Marketing Mastery: Demonstrating expertise in digital marketing strategies, students will navigate the evolving landscape of digital communication, encompassing social media management, content marketing, SEO, and online advertising.

[PO.7]. Public Relations and Stakeholder Engagement: Students will adeptly build and sustain positive relationships with stakeholders, including the media, clients, and the public, contributing to the cultivation of a positive organizational image.

[PO.8]. Measurable Performance Metrics: Students will develop the ability to establish and measure key performance indicators (KPIs) for advertising and public relations campaigns, fostering a data-driven decision-making approach and facilitating continuous improvement.

[PO.9]. Global Perspective & Ethical Decision: Students will acquire a global perspective on advertising and public relations, gaining insight into cultural nuances and adapting communication strategies to effectively reach diverse international audiences along with ethical practices

[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

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[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Business Ethics Concepts	
Descriptors/Topics	**35%**
Roots of business ethics. Religious ethics as business ethics basis. Protestant ethics, ethics of Orthodoxy. Introduction, Meaning and Nature of Law, Sources of Indian Law, Legal Environment of Business, Mercantile Law, Some Basic Legal Concepts, and Essentials of Law. Regulatory bodies for print, broadcast,	

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Films (PCI, NBA, BCCC, Censor Board), Framework of broadcast regulation in India, Cable Television Regulation Act, 1995, Content Regulation on Television, The role of stakeholders in content regulation, Self Regulation	
Module II Professional Ethics & Media Laws	**30%**
Descriptors/Topics Concept and emergence of professional ethics. Dilemmas of professional ethics. Sense and need of professional ethics, its functions. Examples of professional ethics: medical, journalistic, Introduction to the legal system in India, Defamation, Contempt of court, Right to Privacy, Intellectual Property Rights (Copyright), Right to Information, Cinematograph Act, Indecent Representation of Women Act	
Module III Banking and Insurance Laws	**35%**
Descriptors/Topics Contract of Agency – Introduction, Agent and Agency, Kinds of Agencies, Classification of Agents, Duties and Rights of Agents, Principal's Duties to the Agent and his Liability to Third Parties, Personal Liability of Agent, Termination of Agency, Power of Attorney, Banking & Insurance Law, Consumer Protection Act- The Foreign Exchange Management Act, The Company's Act, The Competition Act, Intellectual Property Laws	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Law for Business 19th edition, Ashcroft, Ashcroft, and Patterson, Cengage Learning, 2017

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Business Ethics Concepts	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
2	Roots of business ethics	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem

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				Exam
3	Religious ethics as business ethics basis.	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
4	Protestant ethics, ethics of Orthodoxy	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
5	Introduction, Meaning and Nature of Law	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
6	Sources of Indian Law	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
7	Legal Environment of Business	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
8	Mercantile Law	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
9	Some Basic Legal Concepts	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
10	Regulatory bodies for print, broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
11	Regulatory bodies for print, broadcast, Films (PCI, NBA, BCCC, Censor Board)	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
12	Framework of	Lecture	MBM 401.1	Mid Term-1,

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	broadcast regulation in India			Quiz & End Sem Exam
13	Cable Television Regulation Act, 1995, Content Regulation on Television, The role of stakeholders in content regulation, Self Regulation	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
14	Professional Ethics & Media Laws	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
15	Concept and emergence of professional ethics	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
16	Dilemmas of professional ethics	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
17	Sense and need of professional ethics	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
18	Examples of professional ethics: medical, journalistic	Lecture	MBM 401.1	Mid Term-1, Quiz & End Sem Exam
19	Introduction to the legal system in India	Lecture	MBM 401.2	Mid Term-1, Quiz & End Sem Exam
20	Defamation, Contempt of court	Lecture	MBM 401.2	Mid Term-1, Quiz & End Sem Exam
21	Right to Privacy	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem

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				Exam
22	Intellectual Property Rights (Copyright)	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
23	Right to Information	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
24	Cinematograph Act	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
25	Indecent Representation of Women Act	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
26	Banking and Insurance Laws	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
27	Contract of Agency – Introduction, Agent and Agency	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
28	Kinds of Agencies, Classification of Agents	Lecture	MBM 401.2	Mid Term-2, Quiz & End Sem Exam
29	Duties and Rights of Agents	Lecture	MBM 401.2	Quiz & End Sem Exam
30	Principal's Duties to the Agent and his Liability to Third Parties	Lecture	MBM 401.2	Quiz & End Sem Exam
31	Personal Liability of Agent	Lecture	MBM 401.2	Quiz & End Sem Exam
32	Termination of Agency	Lecture	MBM 401.2	Quiz & End Sem Exam

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33	Power of Attorney	Lecture	MBM 401.2	Quiz & End Sem Exam
34	Banking & Insurance Law	Lecture	MBM 401.2	Quiz & End Sem Exam
35	Consumer Protection Act- The Foreign Exchange Management Act	Lecture	MBM 401.2	Quiz & End Sem Exam
36	The Company's Act, The Competition Act, Intellectual Property Laws	Lecture	MBM 401.2	Quiz & End Sem Exam

A. Course Articulation Matrix (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 401.1	Understand business retain legal ownership rights to physical products, trademarks, patents and copyrights.	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 401.2	Define Intellectual Property, Establish Business as the Legal Owner	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1

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Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –IV) 2022-23						
Class: MBA (AD & PR) IV Semester						
Subject Name: MBM 401 Legal Aspects of Business in Media		Time: 1.5 Hrs			Max. Marks: 30	
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5

Students will be able to
MBM 401.1 Understand business retain legal ownership rights to physical products, trademarks, patents and copyrights.
MBM 401.2 Define Intellectual Property, Establish Business as the Legal Owner

CO Map	Question No.	Question	Marks
CO1	Q.1	What are the historical roots of business ethics, and how do religious ethics, such as Protestant and Orthodox ethics, contribute to the basis of business ethics?	6
CO2	Q.2	Explore the framework of broadcast regulation in India, focusing on the Cable Television Regulation Act of 1995.	6
CO1	Q.3	Discuss the concept and emergence of professional ethics. What are some common dilemmas faced in professional ethics, and why is there a need for professional ethics in various fields, including medicine and journalism?	6
CO2	Q.4	Explain the concept of intellectual property rights, specifically focusing on copyright laws. How do these laws protect intellectual property in the media industry?	6
CO2	Q.5	Discuss the significance of the Right to Information Act in India and its implications for transparency and accountability in governance.	6

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Attainments		Rubric
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Legal Aspects of Business in Media**/Course code ***MBM 401*** is level 3 for the academic year 2022-23.

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AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Course Handout
Course : Customer Relationship Management: Business, Identity and Reputation
Course Code: MBM 402, Crédits: 03, Session:2022-23 (Odd Sem.), Class: MBA (AD & PR). 2nd Year
Faculty Name : Dr. Sandeep Kumar

A. Introduction:

B. Course Outcomes: At the end of the course, students will be able to:

MBM 402.1 Understand the concepts and principles of CRM

MBM 402.2 Appreciate the role and changing face of CRM as an IT-enabled function

MBM 402.3 Enable managing Customer Relationships.

Program Educational Objectives

PEO1- Proficiency in Technical and Creative Skills: To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industry specially for corporate affairs and reputation management. Their adeptness in both technical and creative domains will empower them to execute their tasks with a dedicated focus on quality, punctuality, and a commitment to continual enhancement.

PEO2- Effective Interpersonal Abilities: Students will Evaluate ethical standards while engaging in developing solutions in the areas of business or academia in communication management.

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PEO4- Professionalism: Acquiring knowledge in professionalism, ethics, delivering high-quality performance, and fostering sustainability will equip students to emerge as professional leaders and valuable contributors to society through proactive and constructive endeavors.

PEO5- Lifelong Learning Orientation: Students in Advertising & Public Relations will exhibit a commitment to continuous learning, demonstrating an interest in further studies, professional licensure, or advanced education within the field. This pursuit aims to facilitate the ongoing enhancement of their technical proficiency and creative skills.

Program Outcomes

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[PO.1]. Strategic Communication Proficiency: Students will showcase advanced proficiency in formulating and executing strategic communication plans aligned with organizational goals and objectives, demonstrating a deep understanding of how communication strategies contribute to overall success.

[PO.2]. Integrated Marketing Campaign Development: Students will demonstrate the ability to conceive, organize, and implement integrated marketing campaigns across diverse channels, seamlessly integrating traditional and digital media for optimal impact and engagement.

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[PO.1O]. Independent Proficiency in Roles: Students will independently excel in various roles within the field, including Account Planners, Copywriters, Media Planners, PR/CC Managers, and Researchers, demonstrating high competency and a commitment to ethical standards.

[PO.11]. Research and Reasoning Aptitude: Students will possess a strong aptitude for research and reasoning in the planning and execution of strategic communication programs, ensuring a well-informed and thoughtful approach to their work.

[PO.12]. Leadership Development: Develop leadership capabilities in students, empowering them to act as change agents and serve as a source of motivation within the organizations they work, contributing to positive organizational culture and growth.

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Program Specific Outcomes

[PSO.1]. To solve complex business problems by applying fundamental knowledge of management of Advertisement & Public Relations domains.

[PSO.2]. To Develop a cadre of outstanding 'Communications' professionals with broad knowledge and critical interpersonal skills to meet the challenges of the corporate society.

[PSO.3]. To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional Advertisement and Public Relations practice.

C. Assessment Plan:

Component of Evaluation	**Description**	**Code**	**Weightage %**
Continuous Internal Evaluation	Mid Term 1	MT	15%
	Internal evaluation	IE	10%
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	A	5%
End Semester Examination	End Semester Examination	EE	70%
Total			**100%**

D. Syllabus

	Weightage (%)
Module I Customer Relationship Management Concepts	**35%**
Descriptors/Topics CRM concepts - Acquiring customers, - Customer loyalty and optimizing Customer Relationships - CRM defined - Success Factors, the Three Levels of Service/ Sales Profiling-Service Level Agreements (SLAs), Creating and Managing Effective SLAs, CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement	
Module II Analytical Customer Relationship Management	

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Descriptors/Topics Analytical CRM - Managing and sharing customer data - Customer information Databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering, Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management – Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner Relationship Management (PRM)	**30%**
Module III CRM Implementation	**35%**
Descriptors/Topics CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy, Selling CRM internally - CRM development, Team - Scoping and prioritizing - Development and delivery - Measurement	

E. Examination Scheme:

Components	A	MT	IE	EE
Weightage (%)	5	15	10	70

MT: Mid Term; IE: Internal Evaluation; EE: End Semester Examination; A: Attendance

F. Suggested Text/Reference Books:

- Law for Business 19th edition, Ashcroft, Ashcroft, and Patterson, Cengage Learning, 2017

G. Lecture Plan

Lecture	Topics	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	CRM concepts - Acquiring customers	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
2	Customer loyalty and optimizing Customer Relationships - CRM defined – Success Factors	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam

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3	Three Levels of Service/ Sales Profiling-Service Level Agreements (SLAs)	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
4	Creating and Managing Effective SLAs, CRM in Marketing	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
5	One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
6	Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
7	Event-based marketing. - CRM and Customer Service	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
8	The Call Centre, Call Scripting	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
9	Customer Satisfaction Measurement	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
10	Analytical Customer Relationship Management	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam

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11	Analytical CRM - Managing and sharing customer data	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
12	Customer information Databases - Ethics and legalities of data use	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
13	Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA)	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
14	Click stream Analysis, Personalization and Collaborative Filtering	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
15	Sales Force Automation - Sales Process, Activity	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
16	Contact- Lead and Knowledge Management	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
17	Field Force Automation.	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam
18	CRM links in e-Business	Lecture	MBM 402.1	Mid Term-1, Quiz & End Sem Exam

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19	E-Commerce and Customer Relationships on the Internet	Lecture	MBM 402.2	Mid Term-1, Quiz & End Sem Exam
20	Enterprise Resource Planning (ERP)	Lecture	MBM 402.2	Mid Term-1, Quiz & End Sem Exam
21	Supply Chain Management (SCM)	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
22	Supplier Relationship Management (SRM)	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
23	Partner Relationship Management (PRM)	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
24	CRM Implementation	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
25	CRM Implementation	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
26	Defining success factors	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam

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27	Preparing a business plan requirements	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
28	Justification and processes	Lecture	MBM 402.2	Mid Term-2, Quiz & End Sem Exam
29	Choosing CRM tools	Lecture	MBM 402.2	Quiz & End Sem Exam
30	Defining functionalities - Homegrown versus out-sourced approaches	Lecture	MBM 402.2	Quiz & End Sem Exam
31	Managing customer relationships	Lecture	MBM 402.2	Quiz & End Sem Exam
32	Conflict, complacency	Lecture	MBM 402.2	Quiz & End Sem Exam
33	Resetting the CRM strategy	Lecture	MBM 402.2	Quiz & End Sem Exam
34	Selling CRM internally	Lecture	MBM 402.2	Quiz & End Sem Exam
35	CRM development, Team Scoping and prioritizing - Development and delivery Measurement	Lecture	MBM 402.2	Quiz & End Sem Exam
36	CRM development, Team Scoping and prioritizing - Development and delivery Measurement	Lecture	MBM 402.2	Quiz & End Sem Exam

A. Course Articulation Matrix (Mapping of COs with POs)

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CO	STATEMENT	CORRELATION WITH PROGRAMME OUTCOMES												CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO12	PSO1	PSO2	PSO3
MBM 402.1	Understand the concepts and principles of CRM	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1
MBM 402.2	Appreciate the role and changing face of CRM as an IT enabled function	1	2	2	2	-	-	-	-	-	1	1	2	1	2	1
MBM 402.3	Enable managing Customer Relationship	2	1	1	2	-	-	-	-	-	1	2	1	2	2	1

Sample Question Paper

Amity School of Communication Department of Journalism and Mass Communication III MID-SEMESTER (SEM –IV) 2022-23						
Class: MBA (AD & PR) IV Semester						
Subject Name: MBM 402 Customer Relationship Management: Business, Identity and Reputation		Time: 1.5 Hrs		Max. Marks: 30		
Levels of the questions as per Blooms Taxonomy	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Question Mapping	Q.1,4	Q.2,3	Q.4	Q.2,5	Q.5	Q.5
Students will be able to **MBM 402.1** Understand business retain legal ownership rights to physical products, trademarks, patents and copyrights. **MBM 402.2** Define Intellectual Property, Establish Business as the Legal Owner						
CO Map	Question No.	Question				Marks

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CO1	Q.1	Define Customer Relationship Management (CRM) and discuss its significance in modern business operations.	6
CO2	Q.2	Discuss the three levels of service/sales profiling in CRM and the importance of Service Level Agreements (SLAs) in managing effective customer relationships.	6
CO3	Q.3	Explain the concepts of data warehousing and data mining in Analytical CRM. How are these techniques applied to analyze customer information effectively?	6
CO1	Q.4	Discuss various data analysis techniques used in Analytical CRM, including Market Basket Analysis, Clickstream Analysis, and Personalization.	6
CO2	Q.5	How does CRM integrate with e-Business, including E-Commerce and Customer Relationships on the Internet?	6

Attainments		**Rubric**
Level	1	IF 60% of students secure more than 60% marks then level 1
Level	2	IF70% of students secure more than 60% marks then level 2
Level	3	IF 80% of students secure more than 60% marks then level 3

Course outcome: Based on internal and external assessment the level of Course outcome attainment of the course **Customer Relationship Management: Business, Identity and Reputation**/Course code ***MBM 402*** is level 3 for the academic year 2022-23.

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