

Kurukshetra University, Kurukshetra

(Established by the State Legislature Act-XII of 1956)

(“A++” Grade, NAAC Accredited)



Scheme of Examination for Post Graduate Programme M.Sc. Mass Communication

as per NEP 2020

Curriculum and Credit Framework for Postgraduate Programme

With Multiple Entry-Exit, Internship and CBCS-LOCF

With effect from the session 2024-25 (in phased manner)

Institute of Mass Communication and Media Technology

Faculty of commerce and management

Kurukshetra University, Kurukshetra, 136119

Haryana, India

Programme Learning Outcomes(PLOs) for PG Programmes as per NEP-2020

PLOs	M.Sc. Mass Communication
	After the completion of Master degree in Mass Communication the student will be able to:
PLO-1: Knowledge and Understanding	Demonstrate the fundamental and advanced knowledge of the subject and understanding of recent developments and issues, including methods and techniques, related to Mass Communication.
PLO-2: General Skills	Acquire the general skills required for performing and accomplishing the tasks as expected to be done by a skilled professional in the fields of Mass Communication.
PLO-3: Technical/ Professional Skills	Demonstrate the learning of advanced cognitive technical/professional skills required for completing the specialized tasks related to the profession and for conducting and analyzing the relevant research tasks in different domains of Mass Communication.
PLO-4: Communication Skills	Effectively communicate the attained skills of Mass Communication in well-structured and productive manner to the society at large.
PLO-5: Application of Knowledge and Skills	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge and skills can be applied by carrying out research investigations to formulate evidence-based solutions to complex and unpredictable problems associated with the field of Mass Communication or otherwise.
PLO-6: Critical thinking and Research Aptitude	Attain the capability of critical thinking in intra/inter-disciplinary areas of Mass Communication enabling to formulate, synthesize, and articulate issues for designing of research proposals, testing hypotheses, and drawing inferences based on the analysis.
PLO-7: Constitutional, Humanistic, Moral Values and Ethics	Know constitutional, humanistic, moral and ethical values, and intellectual property rights to become a scholar/professional with ingrained values in expanding knowledge for the society, and to avoid unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
PLO-8: Capabilities/qualities and mindset	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that requires new/strategic approaches.
PLO-9: Employability and job-ready skills	Attain the knowledge and skills required for increasing employment potential, adapting to the future work and responding to the rapidly changing demands of the employers/industry/society with time.

Kurukshetra University, Kurukshetra

Scheme of Examination for Postgraduate Programme M.Sc. Mass Communication as per NEP 2020 Curriculum and Credit Framework for Postgraduate Programmes (CBCS LOCF) with effect from the session 2024-25 (in phased manner)

Framework-1 Scheme-P

Semester	Course Type	Course Code	Nomenclature of course	Theory (T)/ Practical (P)	Credits	Contact hours per week				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hours	
						L	T	P	Total					
1	CC-1	M24-MCM - 101	Communication Theory	T	4	22	4	0	0	4	30	70	100	3
	CC-2	M24-MCM - 102	Print and Broadcast Journalism	T	4		4	0	0	4	30	70	100	3
	CC-3	M24-MCM - 103	Media Policy and Regulations	T	4		4	0	0	4	30	70	100	3
	PC-1	M24-MCM - 104	Content Writing	P	4		0	0	8	8	30	70	100	4
	PC-2	M24-MCM - 105	Communication and Presentation Skills	P	4		0	0	8	8	30	70	100	4
	SEMINAR	M24-MCM - 106	Seminar	S	2		0	0	0	2	0	50	50	1
2	CC-4	M24-MCM - 201	Advertising and Branding	T	4	22	4	0	0	4	30	70	100	3
	CC-5	M24-MCM - 202	Radio Production Techniques	T	4		4	0	0	4	30	70	100	3
	CC-6	M24-MCM - 203	Film studies	T	4		4	0	0	4	30	70	100	3
	PC-3	M24-MCM - 204	Sound Design And Production	P	4		0	0	8	8	30	70	100	4
	PC-4	M24-MCM - 205	Photography and Videography	P	4		0	0	8	8	30	70	100	4
	CHM	M24-CHM-201	Constitutional Human and Moral Values and IPR	T	2		2	0	0	2	15	35	50	3

	Internship	M24-INT - 200	An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IInd semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.								100			
3	CC-7	M24-MCM - 301	PR and Corporate Communication	T	4	22	4	0	0	4	30	70	100	3
	CC-8	M24-MCM - 302	TV production Techniques	T	4		4	0	0	4	30	70	100	3
	DEC-1 (Choose any one out of M24-MCM-303 to M24-MCM-306)	M24-MCM-303	Development Communication	T	4		4	0	0	4	30	70	100	3
		M24-MCM-304	Screenplay Writing	T	4		4	0	0	4	30	70	100	3
		M24-MCM-305	Data Visualisation and Analytics	T	4		4	0	0	4	30	70	100	3
		M24-MCM-306	MOOC course from Swayam Portal or other approved portals of equal credits											
	PC-5	M24-MCM -307	Film and Documentary Production	P	4		0	0	8	8	30	70	100	4
	PC-6	M24-MCM -308	Audio-Video Editing	P	4		0	0	8	8	30	70	100	4
OEC	M24-OEC-326	Stage Anchoring and Public Speaking (For students of other programmes)	T	2	2	0	0	2	15	35	50	3		
4	CC-9	M24-MCM-401	Advanced Media Research	T	4	22	4	0	0	4	30	70	100	3
	CC-10	M24-MCM-402	Political Communication and Strategies	T	4		4	0	0	4	30	70	100	3
	DEC-2 (Choose any one out of M24-MCM-403)	M24-MCM-403	Event Management	T	4		4	0	0	4	30	70	100	3
		M24-MCM-404	Mobile Journalism and Production	T	4		4	0	0	4	30	70	100	3

	to M24-MCM-406)	M24-MCM-405	Data Visualisation and Analytics	T	4	22	4	0	0	4	30	70	100	3	
		M24-MCM-406	MOOC course from Swayam Portal or other approved portals of equal credits												
	PC-7	M24-MCM-407	Research paper writing and publication	P	4		0	0	8	8	30	70	100	4	
	PC-8	M24-MCM-408	E-content designing and production	P	4		0	0	8	8	30	70	100	4	
	EEC	M24-MCM-409	Digital Marketing and Entrepreneurship in Media	T	2		2	0	0	2	15	35	50	3	
OR DISSERTATION															
NOTE: IF A CANDIDATE OPTS FOR DISSERTATION/PROJECT WORK, HE/SHE WILL STUDY CC-9, DEC-2 AND EEC COURSES ALSO IN THE 4TH SEMESTER															
	CC-9	M24-MCM-401	Advanced Media Research	T	4		4	0	0	4	30	70	100	3	
	DEC-2 (Choose any one out of M24-MCM-403 to M24-MCM-406)	M24-MCM-403	Event Management	T	4		4	0	0	4	30	70	100	3	
		M24-MCM-404	Mobile Journalism and Production	T	4		4	0	0	4	30	70	100	3	
		M24-MCM-405	Data Visualisation and Analytics	T	4		4	0	0	4	30	70	100	3	
		M24-MCM-406	MOOC course from Swayam Portal or other approved portals of equal credits												
	EEC	M24-MCM-409	Digital Marketing and Entrepreneurship in Media	T	2		2	0	0	2	15	35	50	3	
	Dissertation/ Project Work	M24-MCM-410	Dissertation/ Project Work	D	12		0	0	0	12	0	300	300		

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Syllabus
for
Post Graduate Programme
M.Sc. Mass Communication

as per NEP 2020
Curriculum and Credit Framework for Postgraduate Programme

With Multiple Entry-Exit, Internship and CBCS-LOCF
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Institute of Mass Communication and Media
Technology
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Haryana, India

Session: 2024-25			
Part A – Introduction			
Name of Programme	M.Sc. Mass Communication		
Semester	1		
Name of the Course	Communication Theory		
Course Code	M24-MCM-101		
Course Type	CC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	101.1: Understand the concept of communication and its various dimensions. 101.2: Develop understanding of communication process through models. 101.3: Develop knowledge of theoretical aspects of human communication 101.4: Understand media theories and their applications.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B-Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours

I	Understanding Human Communication: Concept and Process Evolution of Human Communication Communication Need of Social Groups Communication Levels : Intra , inter, group , public and Mass Communication Communication Principles and Functions Bhartiya Philosophy of communication Communication, Culture and Society	15
II	Verbal and Non- verbal communication Listening, Responding and critical thinking Folk and Traditional Media : Types , significance and characteristics Mass Communication : Different Media, significance and characteristics Cultural Convergence, Cultural Intrusion and Media Imperialism New Forms of Communication	15
III	Narratives , Strategic Communication and Mediation Communication Intercultural Communication , Political Communication and International Communication Models of Communication: functions and limitations. Aristotle, S-R model; Berlo's SMCR model; Schramm's Field of Experience model; Osgood & Schramm's circular model; Lasswell formula; Shannon and Weaver's Mathematical Model, Dance, Schramm, Gerbner, Newcomb, Westley & MacLean, Gate-keeping and convergent. Sadharnikaran model of communication. Comparison of Eastern and Western models	15
IV	Theories of Communication; Discourse Analysis & Rhetoric, Theory of Truth and Rhetoric, Semiotics, Burke s theory of identification, Heider's attribution theory, Elaboration likelihood theory, Coordinate Management of Meaning (CMM), Relational theory, Transactional Analysis, Media systems and theories: Normative theories; Functional theory, Diffusion of innovations, Agenda Setting, Cognitive dissonance, Individual Difference theory, Diversity and Plurality theory, Cultivation ,Framing, Priming , Media dependency, Lasswell's Propaganda model, Walter Lippmann's Public Opinion, Herman and Chomsky's Propaganda Theory; Bullet theory and Media Literacy & Critical Thinking, Postmodern Theory: Media and Hyper reality	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
·Class Participation:	5	Written Examination
· Seminar/presentation/assignment/quiz/class test etc.:	10	
·Mid-Term Exam:	15	

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- · Baran, S. J., and Davis, D. K. (2013). Mass Communication Theory: Foundations, Ferment, and Future (7th Ed). London:Wadsworth Publishing Co.
- · McQuail, D. (2010). McQuail's Mass Communication Theory (6th Ed). London, New Delhi, Singapore: Sage Publications.
- · McQuail, D and Windahl, S.(1993). Communication Models For the Study of Mass Communications, London: Longman.
- · Andal, N. (2005). Communication Theories and Models. Bangalore: Himalaya Publishing House. · Narula, U. (2006). Handbook of Communication: Models, Perspectives and Strategies. New Delhi: Atlantic Publications.
- · West, R., and Turner, L. H. (2010). Introducing Communication Theory: Analysis and Application. New York: McGraw Hill
- · Littlejohn, S.W., and Foss, K.A. (2011). Theories of Human Communication, Illinois: Long Grove. · Duck, S. and McMahan. D.T. (2011). Communication in Everyday Life. London: Sage Publications · Silverblatt, A., Yadav, A. and Kundu, V.(2022). Media Literacy: Key to Interpreting Media Messages, New Delhi: Kanishka Publishers.
- · Madhudeep (2018). Media : Plurality and Diversity , Gracions Book, D.K. Fine Art Press · Kumar, P. (2019) Media Literacy-Doosri Parampara (Hindi), Panchkula: Haryana Granth Academy.ss

Session: 2024-25**Part A – Introduction**

Name of Programme	M.Sc. Mass communication		
Semester	1		
Name of the Course	Print and Broadcast Journalism		
Course Code	M24 -MCM-102		
Course Type	CC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	203.1: Understand the development and significance of Print Journalism. 203.2: Understand different print formats and reporting. 203.3: Understand the development and significance of Broadcast Journalism and expansion of radio. 203.4: Understand growth of television and innovative possibilities in broadcast journalism.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Definition and concept of print journalism, Evolution and growth of print journalism, Characteristics of print journalism, Importance of print media Differences between newspapers and magazines Organizational structure of newspaper- role and responsibilities Ethics in print journalism, Print journalism in the digital age	15
II	Print formats -news, column, editorials, features, articles, middles etc. Correlation of print with digital media Understanding audience and readership patterns Creating engaging headlines, subheads, leads, summaries and photo captions Integrating multimedia elements; images, videos, info-graphics Reporting for different print and digital formats	15
III	Introduction to Broadcast Journalism Overview of Broadcast Journalism globally and in India Comparison with print and digital journalism Journalistic ethics and responsibilities in broadcast media. Understanding audience needs and preferences, Broadcast Journalism Skills, Role of Broadcast Journalism in Society, Impact of broadcast media on public opinion and policy, Growth and development of radio in India AIR-Organizational structure, Different wings, External Broadcast Service Three tiers of Radio Broadcast—Local, Regional and National, AIR FM	15

	News and private FM stations, community radio Internet Radio & Private FM Channels broadcast on Internet	
IV	Growth and development of television in India Major international TV news channels Major Indian Public and Private news channels Regional language Indian news channels: their role, importance and impact Local TV news operations; management of news channels Prasar Bharati - Code of ethics for Public Service Broadcast Organizational structure of the news channel Current & Emerging Trends in Broadcast Journalism, Convergence: Need, nature and future of convergence. 24/7 news broadcast ,Mobile Technology, Social Media & Web Podcast News , New Trends in Television news	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication • Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press • Natarajan, J. (2000) History of Indian Journalism. Publication Divisions • Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications. • Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 • Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985 • Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi. • Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. • The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 • Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020. • The work of television journalist, Tyrell, Rohat, New York: Communication arts books, 1972. • Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008. • Drone Journalism: Bird's eye view of storytelling, Dr.Bharat,Dr.Abid, Sankalp Publications, 2021 • कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 • डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 		
Journals and Web Sources		
<ul style="list-style-type: none"> • Broadcast and Cable Sat • www.allindiaradio.org • www.mib.gov.in • TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.) • www.indiatelevision.com • www.ddindia.com • www.ddnews.com 		

Session: 2024-25**Part A – Introduction**

Name of Programme	M.Sc. Mass communication		
Semester	1		
Name of the Course	Media Policy and Regulations		
Course Code	M24-MCM-103		
Course Type	CC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	103.1: Learn concept of law, ethics and policy 103.2 2: Study laws related to print, broadcasting and digital media. 103.3: Study Code of ethics and guidelines by various organizations. 103.4: Learn working of various press club\associations etc.		
Credits	Theory	Tutorial	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Understanding concept of ethics, act, law, regulation and policy Significance of media policy and regulation in democracy Indian constitution- Fundamental rights and duties Freedom of speech and expression Libel and Law of Defamation-(with amendment in context of Bhartiya Nayaya Sanhita) Contempt of court and legislature	14
II	Press and books registration act 1867 (Press and registration of periodicals 2023) Official secrets act 1923 Central Board of Film Certification (Cinematograph act 1952) Copy right act 1957 Prasar Bharti Act 1997 Information technology Act 2000 Right to information Act 2005 Cable TV networks regulation (Amendment) Rules , 2021 Digital India Act- (DIA), 2023	16
III	Press Commission Reports Code of ethics by Press Council of India Code of ethics of Editor's Guild of India AIR and Doordarshan code of ethics ASCI code of ethics	15

	PRSI code of ethics Guidelines of BCCC Right to Privacy Wages Board	
IV	Regulation of media content Plurality, diversity and objectivity in media Accountability and credibility of media Working Journalist Act Press Associations and concept of media councils Press Club Press Freedom Index	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • M. Neelamalar, Media Law and Ethics, PHI Learning Pvt. Ltd., 3 Nov 2009 • Nanda, Vartika, Media Law and Ethics , 2018 • Basu, Durgadas: Law of the Press in India, Prentice Hall, London, 1980. • Nayar, B. S: Law of Contempt of Court in India, , Atlantic New Delhi, 2004 • Iyer, Venkat, Mass media Law and Regulation in India AMIC publication, 2000 • Venkateswaran, K.S: Mass Media law and Regulations in India, AMIC Publication, 1993 • Myneni, S.R; Media Law, Aisa Law House, 2017 • Chaturvedi, B.K: Media Management, Global Vision Publishing House, 2009 • Phadke, S.P, Media and Journalism Ethics, ABD Publication, 2008 • Thakurta Pranajoy Guha, Media Ethics, Oxford University Press, 2011 • Frankena, William K. Ethics (Prentice Hall India, 2002). • Singh, P.P. et. al. Media, Ethics and Laws (Anmol, 1998). • Lillie, William. Introduction to Ethics (Allied Publishers, 2003). • Prabhakar, M. et. al. A Compendium of Codes of Conduct for Media Professional (University Book House, 1999) 		

Session: 2024-25			
Part A – Introduction			
Name of Programme	M.Sc. Mass communication		
Semester	1		
Name of the Course	Content Writing		
Course Code	M24-MCM-104		
Course Type	PC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	104. 1: Demonstrate proficiency in writing hard news, soft news, feature articles, and broadcast news scripts 104. 2: Apply news writing principles, formats etc. to produce high-quality content 104. 3: Create effective headlines, leads, intros, and outros for different media platforms 104. 4: Develop a comprehensive portfolio showcasing their writing skills and versatility in different media writing styles and formats.		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	4 hours	
Part B-Contents of the Course			
Practical Assignments			Contact Hours
<ol style="list-style-type: none"> 1. Write 5 hard news stories (150-200 words) in inverted pyramid format. 2. Write 5 soft stories in narrative style. 3. Compile at least four new stories (250-300 words) on local city events during semester, applying news writing style/format and incorporating news values. 5. Rewriting 5 press releases with a compelling headline that fit to news standards. 6. Conduct and write interview with an expert/source on a selected topic, applying research and interviewing techniques. 7. Write headlines (at least 10 news stories) on local city major happenings during current semester. 8. Write attention-grabbing headlines for three-three different national and international news stories. 9. Write a feature article (400-500 words) on a human-interest story, applying article structures and formats. 10. Write a magazine article (500-600 words) on a selected topic, applying writing styles and tone suitable for a magazine audience. 11. Write a column for magazine (400-500 words) 12. Write editorials (at least 2) on current issues. 13. Write letters to the editor on current/local issues. 			120

<p>14. Write a radio news script (1-2 minutes) on a current event, applying principles of broadcast news writing.</p> <p>15. An assignment exclusively on radio news headlines (at least 5).</p> <p>16. Write a TV news script (1-2 minutes) on a current events (at least 5), applying principles of broadcast news writing and crafting leads, intros, and outros (winding up the story).</p> <p>17. Write Punch lines for TV news including local, regional, national and International issues.</p> <p>18. Write a news story (250-300 words) for an online news portal, applying essentials of digital writing and SEO best practices.</p> <p>19. Write social media posts (Facebook, Twitter, Instagram) on a selected topic, applying writing styles and tone suitable for each platform.</p> <p>20. Write a blog post (400-500 words) on a selected topic, applying writing styles and tone suitable for a blog audience.</p> <p>21. Write news stories to the word limit of X post.</p>		
Total Contact Hours		120
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum 70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publications 2000. • M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006. • Mencher, Melvin, News Reporting and Writing. MC Graw Hill, NY. 2003 • Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008. • Raman, U. Writing for the Media, Oxford University Press, 2009. • Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016. • कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 • डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 • मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013 		

Session: 2024-25			
Part A – Introduction			
Name of the Programme	M.Sc. Mass Communication		
Semester	1		
Name of the Course	Communication and Presentation Skills		
Course Code	M24-MCM-105		
Course Type	PC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	105.1 Help students get comfortable speaking in front of the people and audience so that they can convey information clearly and effectively. 105.2 Enhance narrative skills. 105.3 Build confidence and proficiency in various aspects of anchoring 105.4 Prepare the students for real-world hosting, audience engagement and presenting opportunities.		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	4 hours		
Part B-Contents of the Course			
Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for end term exam, showcasing research aspects of personality development and presentation skills.			
Practical Assignments			Contact Hours
Public speaking I. Introductory Speech: Introduce yourself to the class, including your background, interests, and why you are taking this course. II. Informative Speech: Give a 5-7 minute speech on a topic of your choice that educates the audience about a specific subject. III. Persuasive Speech: Deliver a 6-8 minute speech on a topic, aiming to persuade the audience to support your position. IV. Demonstrative Speech: Give a 4-6 minute speech demonstrating how to perform a specific task or activity. V. Impromptu Speech: Draw a random topic and prepare a 2-3 minute speech with only a few minutes of preparation time." VI. Group Presentation: Work with a group to prepare and deliver a 10-15 minute presentation on a given topic, with each member presenting a part. VII. Storytelling: Tell a personal story or a fictional tale that is 5-7 minutes long, focusing on captivating the audience with your delivery. VIII. Speech Critique: Listen to a famous speech and deliver a 3-5 minute critique, discussing the strengths and weaknesses of the speaker's delivery and message. IX. Debate: Participate in a debate on a given topic, preparing arguments for both sides and			120

	engaging in a structured format.	
X.	Special Occasion Speech: Deliver a speech suitable for a wedding toast, a graduation speech, or an award acceptance.	
XI.	Technical or Professional Speech: Deliver a 5-7 minute speech on a technical topic relevant to your field of study or work.	
XII.	Visual Aid Speech: Give a presentation using PowerPoint, props, or other visual aids to enhance your message.	

Anchoring skills

- I. Event Introduction: Prepare a 3-5 minute introduction for a fictional event, such as a school talent show, a corporate seminar, or a charity fundraiser. Include a warm welcome, an overview of the event, and any important announcements.
- II. Segment Transitions: Create and present 2-3 minute transition segments for various parts of an event, such as moving from a speaker to a performance, or from one award category to another. Focus on maintaining audience engagement and flow.
- III. Interviewing a Guest: Conduct a 5-7 minute interview with a classmate or a guest speaker. Prepare questions in advance and practice active listening and follow-up questions to keep the conversation engaging.
- IV. Audience Engagement: Design and deliver a 3-5 minute interactive segment, such as a quick game, a Q&A session, or a fun fact trivia, to involve the audience and keep their attention.
- V. Closing an Event: Prepare a 3-5 minute closing speech for an event, summarizing the highlights, thanking participants and sponsors, and leaving the audience with a memorable takeaway or call to action.
- VI. Theme-Based Anchoring: Prepare and present a 5-minute anchoring segment for a themed event, such as a cultural festival, a holiday celebration, or a formal awards ceremony. Incorporate elements that reflect the theme in your language and presentation style.
- VII. Prepare and present a 5-minute anchoring segment for a themed event, such as a cultural festival, a holiday celebration, or a formal awards ceremony. Incorporate elements that reflect the theme in your language and presentation style.
- VIII. Script Writing and Delivery: Write and deliver a 5-7 minute script for an anchoring segment, including introductions, transitions, and closings. Focus on clarity, timing, and engaging delivery.
- IX. Write and deliver a 5-7 minute script for an anchoring segment, including introductions, transitions, and closings. Focus on clarity, timing, and engaging delivery.
- X. Crisis Management: Pretend a live event scenario where an unexpected issue occurs, such as a technical difficulty or a delayed speaker. Practice how you would handle the situation, keep the audience informed, and maintain a positive atmosphere.
- XI. Anchoring a News Segment: Prepare and present a 3-5 minute news segment, including headlines, breaking news, and weather updates. Focus on clear articulation, appropriate tone, and maintaining a professional demeanor.
- XII. Live Reporting: Simulate a live report from a fictional event or location, such as a sports event, a concert, or a community gathering. Practice describing the scene, providing updates, and interacting with the audience in real-time.

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Practicum	30	➤ Practicum	70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Effective Communication Skills and Strategies, Keith Colema, Narugi publishing, 2019
- Broadcasting in India, G C Awasthy, Allied, Bombay, 1965
- Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
- Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi.
- Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987.

- The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020.
- The work of television journalist, Tyrell, Rohat, New York: Communication arts books, 1972.
- Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008.

Journals and Web Sources

- Broadcast and Cable Sat
- www.allindiaradio.org
- www.mib.gov.in
- TV News channels online (NDTV, AajTak, CNN-IBN, CNBC, etc.)
- www.indiatelevision.com
- www.ddindia.com
- www.ddnews.com

Session: 2024-25**Part A – Introduction**

Name of the Programme	M.Sc. Mass Communication
Semester	1
Name of the Course	Seminar
Course Code	M24-MCM-106
Course Type	Seminar
Level of the course	400-499
Pre-requisite for the course (if any)	-
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	106.1: Exhibit understanding of the concepts, theories and issues related to Journalism and Mass Communication. 106. 2: Develop analytical ability about the issues related to the domain. 106.3: Refine communication skills- both verbal and non-verbal. 106.4: Learn the art of questioning and giving satisfactory answers to the queries of the audience.
Credits	Seminar
	2
Teaching Hours per week	2
Max. Marks	50
Internal Assessment Marks	0
End Term Exam Marks	50
Examination Time	1 hour

Instructions for Examiner: Evaluation of the seminar will be done by the internal examiner (s) on the parameters as decided by staff council of the department/ institute. There will be no external examination/viva-voce examination.

Session: 2024-25**Part A – Introduction**

Name of Programme	M.Sc. Mass Communication		
Semester	2		
Name of the Course	Advertising and Branding		
Course Code	M24-MCM-201		
Course Type	CC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	201.1: Acquire a solid foundation in advertising and branding. 201.2: Perform various roles in the marketing and communications industry. 201.3: Strategically apply advertising and communication strategies to brand needs. 201.4: Learn brand management and ethics of branding.		
Credits	Theory	Tutorial	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Concept, Definitions of advertising and branding Distinctions between advertising and branding Historical evolution and major milestones Advertising objectives and its economic, social, ethical and regulatory aspects The role of advertising and branding in business and marketing Integrated Marketing Communications (IMC)	15
II	Creative and Visual Communication- Print, Electronic and Digital Media Advertising message: message objectives, recall, attitude, emotions and feelings. Message tact creative approaches Basics visual storytelling, Message designing and development The role of aesthetics in branding and advertising Advertising Appeals	15
III	Campaign Planning and Execution Understanding target audiences and customer personas Advertising agencies Media planning, selection and scheduling	15

	Advertising budgeting Campaign planning and launching Measurement of Advertisement Effectiveness – AIDA, DAGMAR Approach Advertisement effectiveness-Pretesting, Concurrent testing, Post testing design	
IV	Fundamentals of Branding Brand: Concept; Nature and importance of brand, PLC Brand name and management; Brand image, Brand positioning Brand and consumers; Brand equity, Brand Loyalty, Brand Personality Brand Communication Managing Brands; Brand elements, Brands Creation, Brand Extensions Brand Portfolio Ethics and Social Responsibility; False advertising, Stereotyping, and Privacy The importance of corporate social responsibility (CSR) in branding	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Aaker, David, “Managing Brand Equity”, Prentice Hall of India, New Delhi, (2002). • S. H.H. Kazmi, “Advertising and sales promotion”, Excel Books, New Delhi, 2010. • Belch, G. E. & Belch, M. A., “Advertising and Promotion”, Tata McGraw Hill, (2001). • Chunawalla S.A., “Foundations of Advertising”, Himalaya Publishing House, New Delhi, 2010. • Gupta S.L., “Brand Management”, Himalaya Publishing House, New Delhi, 2010. • Keller K. L., Strategic Brand Management, 2ndEdition, Pearson Education, 2003. • Kumar, Ramesh “Managing Indian Brands”, Vikas Publishing House, Delhi, 2004. • Moorthy Y.L.R., ‘Brand Management’, Vakas Publishing House, New Delhi, 2009. • Ronald Lane, “Advertising Procedure”, Pearson Education, New Delhi, 2008. • Sangeetha Sharma, “Advertising”, PHI Learning, New Delhi, 2009. • Shimp, “Advertising and Promotion”, Cengage Learning, New Delhi, 2008. 12. Shah, Alan D. Souza, Advertising and Promotion”, TMH, New Delhi, 2009. 		
*Case Study: Compulsory. Relevant cases have to be discussed in each unit.		
Assignments:		
I.	Choose a product or service and develop a series of creative ad concepts. Encourage the use of unconventional media, guerrilla marketing tactics, or viral campaign ideas. Focus on how the concept aligns with the brand’s identity and resonates with the target audience.	
II.	Create a visual storyboard for a brand’s ad campaign, using images, sketches, or digital tools. Emphasize how the visual elements tell a compelling brand story and evoke emotions. Include a brief explaining the creative choices and intended message.	
III.	Develop an ad campaign that leverages humor or emotional storytelling. Ensure that the humor or emotion aligns with the brand’s identity and appeals to the target audience. Create scripts, storyboards, and mock-ups that bring the concept to life.	
IV.	Create a branding strategy and ad campaign for a product or service that emphasizes sustainability and	

eco-friendliness. Highlight the brand's commitment to environmental responsibility and ethical practices

- V. Design a new product or improve an existing one based on user research and feedback. Develop an ad campaign that highlights user-centric features and benefits. Include testimonials, case studies, or user-generated content in the campaign.
- VI. Create an ad campaign that promotes inclusivity and cultural sensitivity. Research different cultural perspectives and incorporate diverse voices and images. Explain how the campaign avoids stereotypes and connects with a broad audience.
- VII. Create a detailed plan for a brand activation event, such as a pop-up shop, experiential installation, or live demonstration. Outline the event's objectives, target audience, key activities, and promotional strategy. Emphasize how the event will create memorable brand experiences.

Session: 2024-25**Part A – Introduction**

Name of Programme	M.Sc. Mass Communication		
Semester	2		
Name of the Course	Radio Production Techniques		
Course Code	M24-MCM-202		
Course Type	CC-5		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	202.1: Develop an understanding of different genres of Radio. 202.2: Understand the production process of Radio 202.3: Write and produce programmes for Radio 202.4: Understand the New innovative possibilities in Radio Production.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Radio as a mass medium and its characteristics Evolution and growth of radio in India Introduction to radio production Three tiers of Radio Broadcast—Local, Regional and National Understanding audience needs and preferences, Radio stations- Public broadcaster, Private FM and Community radio, HAM radio, Web radio , AIR code and ethics Different types of radio program and formats Team members role and responsibility	15
II	Pre production : Concept Development, Research and Planning, Scriptwriting, Scheduling and Logistics, Technical Planning ,Music and Sound Effects Selection, Budgeting and Resource Allocation, Legal and Compliance Considerations, Rehearsals and Run-throughs. Writing program proposal Script writing formats Audition for different programmes Voice modulation techniques RJ Links and intros	15
III	Preparation and Setup: Studio Setup, Script and Schedule Review,	15

	Microphone Check, Room Ambience, Capture Raw Audio, Director's Guidance, Real-time Monitoring, Performance Feedback, Safety Takes, Alternative Takes, Logging and Documentation, Post-Session Cleanup:, Backup and Storage, Post-Recording Review Radio Studio-Types and layout Recording chain Types and selection of mics Different types of recording Equipments ,wires, connectors ,OB recording , mobile phones in audio production,	
IV	Post-production process: Audio Editing and software, Adding Music and Sound Effects, Mixing, Balancing Levels, Equalization, Voiceover Integration: voiceovers, interviews, and other spoken segments, Narrative Flow and Continuity, Final output , Delivery Format Conversion Podcasting Current & Emerging Trends in production	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Radio Production" by Robert McLeish, Routledge,2011 • Radio Programme Production, Neelamalar, M.-PHI Learning Pvt. Ltd., New Delhi. • Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 • Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. • लेखन कला :सृजनात्मक एवम् जनसंचार लेखन विधियां, लेखक डॉ आबिद अली, संदीप कुमार,निर्मल पब्लिकेशन • www.allindiaradio.org • www.mib.gov.in 		

Session: 2024-25**Part A – Introduction**

Name of Programme	M. Sc. Mass Communication		
Semester	2		
Name of the Course	Film Studies		
Course Code	M24-MCM-203		
Course Type	CC-6		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	203.1: Understand the concept of Cinema and its theoretical perspective. 203.2: Develop knowledge of Cinematography and film language. 203.3: Learn techniques of character building, visualization and Screenplay Writing. 203.4: Develop understanding of Film Making Process.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
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I	Introduction and concept of cinema: types , genre and Formats History and Development of Cinema: International, National, Regional Film as an art Art : Film , photography and Painting ,Film and Novel, Film and Theatre ,Film and Music Theories and styles of Cinema; Principles of Natyashastra , Naturalism, expressionism ,Impressionism, Formalism, Realism and Neo- Realism, Feminism, Rashomon Effect, Philosophy Andrey Tarovsky and Sergei Eisentein, Lev Kuleshov effect and Montage , Griffin' Narrative style, Hayao Miazaki poetic realism,	15
II	Technological development of Cinema Research ,Planning and Budgeting Pre-Production ; Writing , Equipments , Location, Casting, Acting, Lighting, Costume, and makeup Language of Film: Frame, Shot, Scene, Sequence, <i>Mise-en-scene</i> Film Aesthetics Production Management in Cinema	15
III	Visualization and Storytelling Idea Development and Character Building Screenplay Writing Elements of Cinematography Understanding Lighting in Cinema Understanding sound in Cinema New trends in Cinema	15
IV	Film Editing and Visual Effects Crew members and Career in Film Industry Film ethics, Regulation and Censorship Film Appreciation and Film Festivals Film and other Media Finance, Pitching and Distribution	15
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. How to read Films, James Monaco Oxford University Press 4th edition
2. **Anybody can write film (Demystifying the screenwriting process), 2022, Atul Taishete**
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.C Chatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. Grammar of the Shot, Second Edition, Roy Thompson, Christopher j. Bowen, Focal Press.
8. Lighting for Digital Video and Television, Third Edition, John Jakma, Focal Press.

9. The Technique of Film and Video Editing: History, Theory and Practice, Fourth Edition, Focal Press.
10. Video Production Handbook, Fourth Edition, Gerald Millerson, Focal Press.
11. Story: Substance, Structure, Style and the Principles of Screenwriting by Robert McKee
12. The Way of the Storyteller by Ruth Sawyer
13. Facial Expressions: A Visual Reference for Artists, Mark Simon, Publisher: Watson-Guptill,
14. Natyashastra, Bharatmuni

Session: 2024-25			
PartA – Introduction			
Name of the Programme	M.Sc. Mass Communication		
Semester	2		
Name of the Course	Sound Design and Production		
Course Code	M24-MCM-204		
Course Type	PC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	204.1: Create sounds for specific environment. 204.2: Record and edit sound and make use of music and sound effects. 204.3: Create sound for animation, radio, television and VR. 204.4: Do sound mixing, sound branding and Multi-track recording		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	0	4 hours	
Part B-Contents of the Course			
Instruction for Practical: Each student will develop a portfolio compiling the below given exercises for end term exam, showcasing skills in sound design and audio production.			
Practical Assignments			Contact Hours
<p>1. Sound Creation: Objective: Create a 3minute sound that represents a specific environment (e.g., forest, city, and beach). Tasks: Record or source ambient sounds, layer and mix the sounds, create a seamless loop.</p> <p>2. Dialogue Recording and Editing: Objective: Record and edit a 2minute dialogue scene. Tasks: Set up microphones, direct actors, record dialogue, edit for clarity and continuity.</p> <p>3. Foley Art: Objective: Perform and record Foley sounds for a 2minute video clip. Tasks: Identify necessary sounds, create and record Foley effects, sync with the video.</p> <p>4. Sound Effects Library: Objective: Create a personal sound effects library of at least 50 unique sounds. Tasks: Record various sound effects categorize and label files, create a searchable database.</p>			120

5. Music Composition for Media:

Objective: Compose and produce a 1minute piece of music for a commercial or short film.

Tasks: Write music, arrange and produce the track, mix and master the audio.

6. ADR (Automated Dialogue Replacement):

Objective: Replace the original dialogue of a 1minute video clip with newly recorded dialogue.

Tasks: Record actors, sync new dialogue with the video, mix and edit for natural integration.

7. Sound Design for Animation:

Objective: Design and produce the sound for a 1minute animated clip.

Tasks: Create or source sounds, sync with animation, mix and balance audio levels.

8. Live Sound Mixing& Sound Installation:

Objective: Set up and mix live sound for a small concert or event.

Tasks: Conceptualize the installation, Set up microphones and speakers, mix audio live, manage levels and effects in real-time.

Or Make a report on it with diagram

9. Audio Restoration and Cleanup:

Objective: Restore and clean up a 2minute piece of audio with issues like noise or distortion.

Tasks: Use software tools to remove noise, enhance clarity, and repair audio artifacts.

10. Sound Branding:

Objective: Develop a sound brand for a company, including a logo sound and audio identity.

Tasks: Research the brand, create audio elements, produce and refine the sound brand.

11. Film Soundtrack Remix:

Objective: Remix the soundtrack of a 2minute scene from a film.

Tasks: Analyze the original soundtrack, create a new arrangement, mix and master the remix.

12. Sound Design for VR:

Objective: Create and implement sound design for a 1minute VR experience.

Tasks: Design spatial audio elements, integrate sounds into a VR platform, test for immersion and accuracy.

13. Radio Drama Production:

Objective: Produce a 10minute radio drama, complete with dialogue, sound effects, and music.

Tasks: Write the script, record actors, create and mix sound effects and music, edit the final production.

14. Multitrack Recording and Mixing:

Objective: Record and mix a multitrack session for a band or musical ensemble.

Tasks: Set up recording equipment, record each instrument, mix and balance the tracks, master the final mix.

Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Practicum	30	➤ Practicum	70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
<ul style="list-style-type: none"> • Altman, R. (1992). Sound theory, sound practice. New York, NY: Routledge. • Bartlett, B., & Bartlett, J. (2016). Practical recording techniques: The step-by-step approach to professional audio recording. New York, NY: Routledge. • Collins, K. (2008). Game sound: An introduction to the history, theory, and practice of video game music and sound design. Cambridge, MA: MIT Press. • Holman, T. (2010). Sound for film and television (3rd ed.). Burlington, MA: Focal Press. • Izhaki, R. (2017). Mixing audio: Concepts, practices, and tools (3rd ed.). New York, NY: Routledge. • Katz, B. (2015). Mastering audio: The art and the science (3rd ed.). Burlington, MA: Focal Press. • Pejrolo, A., & Metcalfe, S. (2017). Creating sounds from scratch: A practical guide to music synthesis for producers and composers. New York, NY: Oxford University Press. • Ricci, A. (2020). The sound designer's toolkit: A complete guide to the principles and practice of sound design for film and television. New York, NY: Routledge. • Rumsey, F., & McCormick, T. (2014). Sound and recording: An introduction (7th ed.). New York, NY: Routledge. • Yewdall, D. (2012). The practical art of motion picture sound (4th ed.). Burlington, MA: Focal Press. 			

Session: 2024-25			
Part A – Introduction			
Name of the Programme	M.Sc. Mass Communication		
Semester	2		
Name of the Course	Photography and Videography		
Course Code	M24- MCM-205		
Course Type	PC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	205.1: Develop the concept of capturing images by digital still camera. 205.2: Be acquainted with Digital Studio-Camera, lights & other accessories. 205.3: Experiment with different equipment, software, and techniques of photography and videography. 205. 4: Work as a professional in industry.		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	4 hours		
Part B- Contents of the Course			
Instruction for Practical: Each student will develop a portfolio compiling the below given exercises for end term exam, showcasing skills in photography and videography.			
Practical Assignments			Contact Hours
Photography Assignments: 1. Understanding camera basics and initial practice of working with camera. 2. Take 10 photos demonstrating understanding of aperture, shutter speed, and ISO. 3. Take 10 photos showcasing different camera shots and techniques. 4. Portrait photography: Shoot 10 portraits showcasing different emotions. 5. Landscape photography: Capture 5 scenic views using various techniques. 6. Street photography: Document urban/ rural life in 20 candid shots. 7. Nighttime photography: Capture 10 low-light images. 8. Experimental photography: Use unconventional techniques (e.g., multiple exposures). 9. Photojournalism: Cover a local event or news story. 10. Wildlife photography: Capture 10 images of birds, animals, or insects. 11. Architectural photography: Document 5 buildings or structures. 12. Capture a photo essay on a social issue (e.g., poverty, environmental degradation, gender issue, human rights or any other issue of relevance). 13. Edit and submit 5 photos demonstrating basic editing techniques. 14. Building a personal photography portfolio. 15. Slide show on a specific theme assigned by the concerned teacher. 16. Caption writing for at least 10 photos. 17. Theme based photo exhibition.			120

	<p>Videography Assignments:</p> <ol style="list-style-type: none"> 1. Understanding video camera basics and initial practice of working with camera. 2. Make clips exhibiting different camera shots and camera movements. 3. Create a 3-minute video on a local issue. 4. Conduct a video interview with an expert or a celebrity. 5. Create a vlog on a personal experience or journey. 6. Design a multimedia presentation incorporating photos and videos. 7. Produce a 5-minute news package (anchor, report, and footage). 8. Shoot a promotional video for your university/ Institute. 8. Create a time-lapse video showcasing a process or event. 9. Produce a 10-minute short film (narrative or experimental). 10. Document a cultural event or festival. 5. Develop a social media campaign using photography and videography. 	
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Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Practicum	30	➤ Practicum	70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. A History of Photography: From 1839 to the Present by Steven Heller (Editor) 2. Photography: The Definitive Visual History by Tom Ang (Author) 3. Camera: A History of Photography from Daguerreotype to Digital by Todd Gustavson (Author), George Eastman House (Author) 4. Understanding Exposure, Fourth Edition by BRYAN PETERSON 5. Digital Photography Complete Course Hardcover by DK 6. Tony Northrup's DSLR Book: How to Create Stunning Digital Photography Kindle Edition by Tony Northrup (Author), Chelsea Northrup (Editor) 7. Light Science & Magic: An Introduction to Photographic Lighting by Fil Hunter (Author), Steven Biver (Author), Paul Fuqua (Author) 8. Understanding Color in Photography by Bryan Peterson (Author)
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Session: 2024-25**Part A – Introduction**

Name of the Programme	Common to all PG Programmes		
Semester	2 nd		
Name of the Course	Constitutional, Human and Moral Values, and IPR		
Course Code	M24-CHM-201		
Course Type	CHM		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO-1: Learn the different Constitutional Values, Fundamental rights and duties enshrined in the India Constitution.</p> <p>CLO-2: Understand humanism, human virtues and values, and idea of International peace.</p> <p>CLO-3: Grasp the basic concepts of Moral Values and Professional Conduct which are required to become a part of the civil society and for developing professionalism.</p> <p>CLO-4: Understand concepts of Intellectual Property Rights, Copyright, Patent, Trademark etc., and about threats of Plagiarism.</p>		
Credits	Theory	Practical	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Constitutional Values: Historical Perspective of Indian Constitution; Basic Values enshrined in the Preamble of the Indian Constitution; Concept of Constitutional Morality; Patriotic Values and Ingredients Nation Building; Fundamental Rights and Duties ; Directive Principles of the State Policy.	8
II	Humanistic Values: Humanism, Human Virtues and Civic Sense; Social Responsibilities of Human Beings; Ethical ways to deal with human aspirations; Harmony with society and nature; Idea of International Peace and Brotherhood (VasudhaivKutumbkam).	7

III	Moral Values and Professional Conduct Understanding Morality and Moral Values; Moral Education and Character Building; Ethics of Relations: Personal, Social and Professional; Introduction to Gender Sensitization; Affirmative approach towards Weaker Sections (SCs, STs, OBCs, EWS& DAs); Ethical Conduct in Higher Education Institutions; Professional Ethics.	8
IV	Intellectual Property Rights: Meaning, Origins and Nature of Intellectual Property Rights (IPRs); Different Kinds of IPRs – Copyright, Patent, Trademark, Trade Secret/Dress, Design, Traditional Knowledge; Infringement and Offences of IPRs – Remedies and Penalties; Basics of Plagiarism policy of UGC.	7
Note: Scope of the syllabus shall be restricted to generic and introductory level of mentioned topics.		
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory	15	➤ Theory 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<p>Ahuja, V K. (2017). <i>Law relating to Intellectual Property Rights</i>, India, IN: Lexis Nexis.</p> <p>Bajpai, B. L., <i>Indian Ethos and Modern Management</i>, New Royal Book Co., Lucknow, 2004.</p> <p>Basu, D.D., <i>Introduction to the Constitution of India</i> (Students Edition) Prentice Hall of India Pvt. Ltd., New Delhi, 20th ed., 2008.</p> <p>Dhar, P.L. & R.R. Gaur, <i>Science and Humanism</i>, Commonwealth Publishers, New Delhi, 1990.</p> <p>George, Sussan, <i>How the Other Half Dies</i>, Penguin Press, 1976.</p> <p>Govindarajan, M., S. Natarajan, V.S. Sendilkumar (eds.), <i>Engineering Ethics (Including Human Values)</i>, Prentice Hall of India Private Ltd, New Delhi, 2004.</p> <p>Harries, Charles E., Michael S. Pritchard & Michael J. Robins, <i>Engineering Ethics</i>, Thompson Asia, New Delhi, 2003.</p> <p>Illich, Ivan, <i>Energy & Equity</i>, Trinity Press, Worcester, 1974.</p> <p>Meadows, Donella H., Dennis L. Meadows, Jorgen Randers & William W. Behrens, <i>Limits to Growth: Club of Rome's Report</i>, Universe Books, 1972.</p> <p>Myneni, S.R., <i>Law of Intellectual Property</i>, Asian Law House.</p> <p>Narayanan, P, <i>IPRs</i>.</p> <p>Neeraj, P., & Khusdeep, D. (2014). <i>Intellectual Property Rights</i>, India, IN: PHI learning Private Limited.</p> <p>Nithyananda, K V. (2019). <i>Intellectual Property Rights: Protection and Management</i>. India, IN: Cengage Learning India Private Limited.</p> <p>Palekar, Subhas, <i>How to practice Natural Farming</i>, Pracheen (Vaidik) KrishiTantraShodh, Amravati, 2000.</p> <p>Phaneesh, K.R., <i>Constitution of India and Professional Ethics</i>, New Delhi.</p> <p>Pylee, M.V., <i>An Introduction to Constitution of India</i>, Vikas Publishing, New Delhi, 2002.</p> <p>Raman, B.S., <i>Constitution of India</i>, New Delhi, 2002.</p> <p>Reddy, B., <i>Intellectual Property Rights and the Law</i>, Gogia Law Agency.</p> <p>Reddy, N.H., SantoshAjmera, <i>Ethics, Integrity and Aptitude</i>, McGraw Hill, New Delhi.</p> <p>Sharma, Brij Kishore, <i>Introduction to the Constitution of India</i>, New Delhi,</p> <p>Schumacher, E.F., <i>Small is Beautiful: A Study of Economics as if People Mattered</i>, Blond & Briggs, Britain, 1973.</p> <p>Singles, Shubham et. al., <i>Constitution of India and Professional Ethics</i>, Cengage Learning India Pvt. Ltd., Latest Edition, New Delhi, 2018.</p> <p>Tripathy, A.N., <i>Human Values</i>, New Age International Publishers, New Delhi, 2003.</p> <p>Wadehra, B.L., <i>Law relating to Intellectual Property</i>, Universal Law Publishing Co.</p>		

Relevant Websites, Movies and Documentaries:

Value Education Websites, <http://uhv.ac.in>, <http://www.uptu.ac.in>.

Story of Stuff, <http://www.storyofstuff.com>

Cell for IPR Promotion and Management: <http://cipam.gov.in/>.

World Intellectual Property Organization: <https://www.wipo.int/about-ip/en/>

Office of the Controller General of Patents, Designs & Trademarks: <http://www.ipindia.nic.in/>

Al Gore, *An Inconvenient Truth*, Paramount Classics, USA.

Charlie Chaplin, *Modern Times*, United Artists, USA.

Modern Technology – The Untold Story, IIT, Delhi.

A. Gandhi, *Right Here Right Now*, Cyclewala Productions.