

ADAMAS UNIVERSITY

**M.A. (Journalism and Mass
Communication)**

(2023-25)

ADAMAS UNIVERSITY

M.A. Journalism

SEMESTER – I

	Media Theory	L	T	P	C
Version1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge of Communication				
Co-requisites	--				

Course Objectives

1. To administer linkage between society and communication.
2. To develop a relationship between communication and society.
3. To analyse the theoretical trends in mass communication.
4. To understand the evolution of print media for better connection with the present.
5. To assess the contemporary trends in the fields of media.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Define** the relationship between communication and society.
- CO2. **Explain** the theoretical trends in mass communication.
- CO3. **Apply** the theories of mass communication in a sociocultural perspective.
- CO4. **Examine** the growth of print media in India in a historical perspective.
- CO5. **Determine** the trends in contemporary journalism.
- CO6. **Evaluate** the trends in various fields of communication.

Course Description

Media is the plural form of medium and includes the collective communication sources or media including television, radio, newspapers, internet, social media and various relevant sites and blogs. The main purpose of media is to disseminate information and knowledge. Theory seeks to explain the uses of mass communication. Sometimes, it is far more useful and meaningful to study the uses as opposed to the effects. This tenet recognizes the active role of the audience within the process of mass communication. Theory seeks to explain learning from mass media. Mass media serves the functions of information, interpretation, instruction, bonding and diversion. This course will help students connect to the theories and practices and utilise them in their understanding of the media in entirety.

Course Content

Unit 1: 6 Lecture Hours

Communication: Definition, Communication Process, Communication Type: Verbal and Nonverbal, Intrapersonal, Interpersonal, Group and Mass Communication.

Unit 2: 10 Lecture Hours

Aristotle, SMCR, Shannon-Weaver Model of Communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, De Fleur, Gatekeeping, Convergence Model, Case

Studies: The teachers and learners must refer to important and relevant case studies at appropriate places while dealing with major topics and issues.

Unit 3: 20 Lecture Hours

Theories of Direct and Indirect Influences, Hypodermic Needle or Bullet, Two-Step, Multi-Step Flow, Agenda Setting, Uses and Gratification, Cultivation, Dependency, Cognitive Dissonance – Authoritarian, Libertarian, Social Responsibility, Democratic and Participant Mass Media, Public Opinion and Democracy, Case Studies: The teachers and learners must refer to important and relevant case studies at appropriate places while dealing with major topics and issues.

Unit 4: 14 Lecture Hours

Beginnings of the Modern Indian Press – James Hicky – James Silk Buckingham – *Bengal Gazette* – Ram Mohan Roy and the Indian Press – *Brahmanical Magazine*, *Persian Weekly*, *The Sambat Kaumudi* – Works of Serampore Missionaries – *Digdarsan* – *Bombay Samachar* in Gujarati – *Sayyad Un Akbar* in Urdu – *Rast Goftar* – *Madras Courier* – Press Censorship of Lord Canning, Vernacular Press Act of Lord Lytton – Repeal of the Act by Lord Ripon – Cultural Awakening – Ranade, Tilak and Gokhale as a Journalist – Annie Besant and the *Common Weal* – Gandhiji and the Press – *Harijan* and *Young India* – *Leader* – Indian Press Act of 1931 – Nehru and *National Herald*, Quit India Movement and Indian Press.

Unit 5: 5 Lecture Hours

Development of Radio as a Medium of Mass Communication, Emergence of All India Radio, Growth of Radio in the Post-Independence Era.

Unit 6: 5 Lecture Hours

History of the Development of TV Journalism Internationally and in India – DD and the Satellite Revolution – Advent of Colour Television in 1982 in India, Entry of Satellite TV.

Reference Books

1. David Berlo (1960). *The Process of Communication*. London.
2. Uma Narula (1976). *Mass Communication Theory and Practice*. New Delhi: Har Anand.
3. Denis McQuail and Windhal. *Communication Models*.
4. John Fiske: *Introduction to Communication Studies* London: Routledge.
5. Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
6. David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, Chapter 8 and Chapter 9.
7. Das, Biswajit, *Mediating Modernity: Colonial Discourse and Radio Broadcasting in India*.
8. G.N.S Raghavan, *Early Years of PTI, PTI Story: Origin and Growth of Indian Press*, Bombay, Press Trust of India, (1987), 92- 119.
9. Denis McQuail (1993) *Media Performance*. London: Sage.
10. Denis McQuail (2005) *Mass Communication Theory*. New Delhi: Sage.
11. De Fleur and Ball Rockech: *Theory of Mass Communication*.
12. *Press in India: Annual Report of the Registrar of Newspaper for India*: Publication Division New Delhi.
13. *The History of Press in India*: B.N. Anja: Surgeet Publication New Delhi.
14. *The Romance of Indian Journalism*: J. Basu: Calcutta University Press Kolkata.
15. *Mass Communication in India*: J. Vinanilum: Sage Publication New Delhi.
16. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian, Language Press*, (New Delhi, Oxford 2003).

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Class Assessment	End Term
Weightage (%)	50	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the relationship between communication and society.	PO1, PO11
CO2	Explain the theoretical trends in mass communication.	PO1,PO2, PO3,PSO1
CO3	Apply the theories of mass communication in a sociocultural perspective.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2
CO4	Examine the growth of print media in India in a historical perspective.	PO1, PO5, PO12, PSO2
CO5	Determine the trends in contemporary journalism.	PO1, PO6, PO8, PO9, PO10, PO12, PSO2
CO6	Evaluate the trends in various fields of communication.	PO5, PO10, PO12, PSO1, PSO2

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Media Theory	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

	Indian Political & Economic System	L	T	P	C
Version1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about Society and Economy				
Co-requisites	--				

Course Objectives

1. To administer linkage between Indian political system and the economic system.
2. To develop a relationship between Indian socio-political-economic perspectives.
3. To analyse the historical trends in Indian political system.
4. To understand the evolution of socio-political context of contemporary India.
5. To assess the contemporary trends in the fields of politics and economics.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Demonstrate** the functioning of the Indian political system.
- CO2. **Interpret** the Indian economic system.
- CO3. **Outline** the history of Indian political system.
- CO4. **Illustrate** the history of Indian economic system.
- CO5. **Analyse** the socio-political background of contemporary India.
- CO6. **Evaluate** the general idea of how the Indian state functions.

Course Description

The politics of India works within the framework of the country's constitution. India is a parliamentary secular democratic republic in which the President is the head of the state and the Prime Minister is the head of the government. It is based on the federal structure of government although the word is not used in the constitution itself. India follows the dual polity system, that consists of the central authority at the centre and states at the periphery. The economy of India is characterised as a developing market economy. It is the world's sixth-largest economy by nominal GDP and the third-largest by purchasing power parity (PPP). According to the IMF, on a per capita income basis, India ranked 142nd by GDP (nominal) and 124th by GDP (PPP) in 2020. Through this course, students will get to analyse and evaluate the present socio-political and economic trends which are posing challenges to the India's developmental process.

Course Content

Unit 1: **10 Lecture Hours**

Understanding Political Economy – Introduction to Classical Liberalism – Welfare Economics – Marxist View – Advent of Neo-Liberalism – Socialism – Gandhian Model of Economy – India's Economic Structure during the British Rule.

Unit 2: **10 Lecture Hours**

The Socialist Economic Reforms in India– Unemployment Scenario during the Early Years of Independence – The Proclamation of Emergency in India and Its Aftermath – Economic Repercussions of the Emergency – Population Control Efforts – The Controversy Concerning Forced Male Sterilization.

Unit 3: 10 Lecture Hours

Economic Liberalization in India – Declared Departure from the Much-Maligned Hindu Rate of Growth – Opening up of the Indian Economy – Gradual Transition from Socialism to Capitalism – The Eternal National Debate Concerning Liberalization, Privatization and Globalization –Official Efforts to Privatize Key Public Sectors – Emphasis on FDIs and FIIs.

Unit 4: 10 Lecture Hours

Migration as a Perennial Issue in India – The Vexed Issue of Illegal Immigration from Bangladesh and Its Economic Repercussions on the Eastern Part of the Country –Orchestrated Local Movements against Migration and Infiltration in North East India – Gender, Racial and Ethnic Issues in India – Impact on Economy – The Impact of the Increasing Influence of Media on the Economy – The Dot-Com Boom – Supposed Cultural Imperialism Due to the Increasing Popularity of Foreign Media – Economic Repercussions of Cultural Imperialism.

Unit 5: 10 Lecture Hours

Environmental Activism in India – Opposition to the Construction of Big Dams – Resistance to Industrial Development at the Expense of Agriculture and the Traditional Lives of Various Tribes.

Unit 6: 10 Lecture Hours

India’s Role in International Organizations – Debate Concerning the World Trade Organization – Global Arms Race and India’s Role – NGOs and Their Role in Ensuring Economic Equity in India.

Reference Books

1. Pranab Bardhan: *The Political Economy of Development in India.*
2. Francine R. Frankel: *India's Political Economy 1947-2004: The Gradual Revolution.*
3. Ramesh Singh: *Indian Economy.*
4. Himanshu Roy and M P. Singh: *Indian Political System.*

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Demonstrate the functioning of the Indian political system.	PO1, PO11
CO2	Interpret the Indian economic system.	PO1,PO2, PO3,PSO1
CO3	Outline the history of Indian political system.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2
CO4	Illustrate the history of Indian economic system.	PO1, PO5, PO12, PSO2


CO5	Analyse the socio-political background of contemporary India.													PO1, PO6, PO8, PO9, PO10, PO12, PSO2, PSO4			
CO6	Evaluate the general idea of how the Indian state functions.													PO5, PO10, PO12, PSO1, PSO2, PSO4			
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
HJM51103	Indian Political and Economic System	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Indian Political and Economic System Program: M.A. (JOURNALISM) Time: 03 Hrs. Semester: ODD 2022-23 Max. Marks: 40			
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Summarize the proclamation of the Emergency in India and its aftermath.	U	CO1
2	Compare the Neo-Liberalism and Socialism concepts in Indian perspective.	U	CO3
3	Analyse the Gandhian Model of Economy.	An	CO2
4	Analyse the Economic Liberalization in India.	An	CO4
Section B (Attempt any Two) (2 x 10 = 12)			
5	Examine the vexed issue of illegal immigration from Bangladesh and its economic repercussions on the eastern part of the Country.	An	CO2
6	Analyse the Environmental Activism in India with proper case studies.	An	CO6
7	Explain the global arms race and India's Role.	U	CO6
Section C is Compulsory (8)			
8	Explain the economic repercussions of Cultural Imperialism.	U	CO5

	Media Literacy	L	T	P	C
Version1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about Media and Society				
Co-requisites	--				

Course Objectives

1. To administer the linkage between the process and elements of interpersonal and masscommunication.
2. To analyse the various aspects of basic media laws.
3. To develop the knowledge of the visual message and the truth behind theimage and ensure visual literacy.
4. To analyse the trends in advertising media in terms of itsrepresentation of gender and ethnicity.
5. To understand the evolution of print media and broadcast media.
6. To assess the contemporary new media and multimedia.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Show** the process and elements of interpersonal and masscommunication.
- CO2. **Interpret**the various aspects of basic media laws.
- CO3. **Identify**the visual message and the truth behind theimage and ensure visual literacy.
- CO4. **Analyze**the advertising media in terms of itsrepresentation of gender and ethnicity.
- CO5. **Evaluate** print media and broadcast media.
- CO6. **Interpret**new media and multimedia.

Course Description

What is media literacy and why is it important?It is essential to make students develop certain essential skill sets in the competitive world. It encompasses the following aspects:

- Learning to think critically.
- Becoming a smart consumer of products and information.
- Recognizing a point of view.
- Creating media responsibly.
- Identifying the role of media in our culture.
- Understanding the author's goal.

Course Content

Unit 1: **10 Lecture Hours**

Define the Different Elements of Communication – The Communication Loop: Sender/ Encoder, Message, Medium, Receiver/ Decoder, Feedback, Context, Noise – Identify Different Forms of Communication – Verbal, Non-Verbal and Visual Communication, Paralanguage.

Unit 2: 10 Lecture Hours

Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – Right to Information – Defamation, Libel and Slander, Contempt of Court, Sedition – The Copyright Act 1957 – Trial by Media – Cyber Laws – Cyber Bullying- Cyber Security- Ethical Issues in Social Media- Media Ownership- Media Policies

Unit 3: 10 Lecture Hours

Advertising: Meaning, Definition, Types, Functions, Advertising Appeals, The Association Principle, Media Research and Advertising: How Media Researchers Determine What We See and Hear, Merchants of Cool (Video), Advertising Culture, Media Research on Advertising, Focus Groups on Advertising, Jamming Negative Land.

Unit 4: 10 Lecture Hours

Understanding Print Media – News and Journalism – Contemporary Issues in Journalism – Paid and Fake News – The Decreasing Relevance of Print Media – The Irreplaceable Nature of Print Media – The Usage of Print Media for Other Purposes Except News.

Unit 5: 10 Lecture Hours

Understanding Broadcast Media – Radio and Its Characteristics – Television and Its Characteristics – The Usage of Broadcast Media for Various Purposes – Broadcast Media and News – Understanding Cinema and Its Various Formats – Appreciating Cinema and Understanding the Various Elements of Cinema.

Unit 6: 10 Lecture Hours

Understanding New Media and Multimedia – Convergence as the Most Important Contemporary Concept in Media – The Platform Neutral Nature of Modern Media and Communication Content – New Media and News.

Reference Books

1. W. James Potter: *Media Literacy*.
2. Art Silverblatt, Donald Miller, Julie Smith and Nikole Brown: *Media Literacy: Keys to Interpreting Media Messages*.
3. Deidre Pike: *Media Literacy*.
4. Art Silverblatt: *Media Literacy: An Instructor's Manual*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Show the process and elements of interpersonal and mass communication.	PO1, PO11
CO2	Interpret the various aspects of basic media laws.	PO1, PO2, PO3, PSO1, PO6, PO8, PO12, PSO4
CO3	Identify the visual message and the truth behind the image	PO1, PO2, PO3,

	and ensure visual literacy.	PO4, PO5, PO11, PSO1, PSO2, PSO4
CO4	Analyze the advertising media in terms of its representation of gender and ethnicity.	PO1, PO5, PO12, PSO1, PSO2
CO5	Evaluate print media and broadcast media.	PO1, PO6, PO8, PO9, PO10, PO12, PSO1, PSO2, PSO4
CO6	Interpret new media and multimedia.	PO5, PO10, PO12, PSO1, PSO2, PSO4

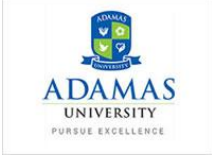
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Media Literacy	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Media Literacy			
Program: M.A. (JOURNALISM) Semester: ODD 2022-23	Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Name and define the different elements of communication.	R	CO1
2	Analyse cyber bullying in the Indian context.	An	CO2
3	Evaluate the importance of Media Research on Advertising	E	CO3
4	Tell about the recent surge of Fake News in India.	R	CO4
Section B (Attempt any Two) (2 x 10 = 12)			
5	Analyze the Right to Freedom of Speech and Expression as the basis for press freedom with a proper case study.	An	CO2
6	Analyse convergence as the most important contemporary concept in media.	An	CO6
7	Explain the various elements of cinema.	U	CO5
Section C is Compulsory (8)			
8	Explain about the radio and its characteristics.	U	CO5

	Media Writing and Blogging	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Writing				
Co-requisites	--				

Course Objectives

1. To administer the linkage between the primordial skills in the field of media, entertainment and communication.
2. To analyse the various aspects of media, entertainment and communication.
3. To develop the knowledge of becoming an accomplished media writer.
4. To analyse the trends in writing to hold the readers' attention.
5. To understand the audio-visual medium.
6. To assess content creation for various media platforms.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Relate** writing as the primordial skill in the field of media, entertainment and communication.
- CO2. **Apply** the basic writing skills to become an accomplished media writer.
- CO3. **Experiment** with holding readers' interest.
- CO4. **Summarize** how to write an audio-visual material.
- CO5. **Develop** writing to the next level.
- CO6. **Evaluate** written content creators for various media platforms.

Course Description

Students who are keen to learn to write social media content could be considered in both copywriting and content writing categories. Blogging is usually considered a more personal form of writing, wherein one person has a blog and writes whatever she/ he wants to and posts it whenever they want. Sure, great writing may take talent and innate creativity no matter one's current level of experience or skills. With a little gusto in one's writing step, one can make the reader feel something, take an action, or be more informed than before. A few tips could come in handy like letting loose, trying some (or all) of these and repeating them for a few of one's posts. Build those new writing-muscles. These are certain skills that are essential for the students to become true media professionals. This course provides those skills to the students.

Course Content

Unit 1:

5 Lecture Hours

The Importance of Written Communication in the Overall Process of Communication – The Formation of Sentences in a Piece of Written Communication – Writing Paragraphs and Essays – Creating Coherence and Cohesion in Written Pieces of Communication.

Unit 2: 5 Lecture Hours

Freelancing as a Concept for Writers – Journalistic Freelancing: Freelancing for Newspapers and News Magazines – Non-Journalistic Freelancing: Freelance Copywriting, Freelancing for Online Portals.

Unit 3: 5 Lecture Hours

Understanding Multimedia Literature in Various Forms – Creative Writing for the Cyber Medium – Writing for Multimedia – Writing to Audio and Video – The Intelligent Use of Audio, Video, Cartoon, Text, Info-graphics and Maps to Engage the Readers – The Transformation of Literature with the Advent of Multimedia and the Cyber Platform.

Unit 4: 5 Lecture Hours

Blogging as a Singular Platform for Multimedia Writing – Tricks and Strategies to be a Good Blogger – The Democratization of Literature through the Usage of Multimedia – Content Convergence as the Future of Literature – Distinct Case Studies to Exemplify the Trend.

Unit 5: 5 Lecture Hours

Writing Political and Social Campaigns on Social Media: Platforms, Strategies and Tactics to Write a Good Copy – Writing Marketing Content on Social Media: Platforms, Strategies and Tactics to Write a Good Copy – Pop-Up Advertisements and Banners.

Unit 6: 5 Lecture Hours

Writing Corporate Communication Content on Social Media: Platforms, Strategies and Tactics to Write a Good Copy – Advantages of Corporate Communication on Social Media as Compared to Traditional Media.

Practical: 60 Lecture Hours

1. Lessons on Writing Basic Written Content.
2. Lessons on Writing Journalistic Content.
3. Lessons on Writing Advertising and Promotional Content.
4. Lessons on Writing Multimedia and New Media Content.
5. Lessons on Writing Blogs.
6. Lessons on Freelancing for Various Media Platforms.

Reference Books

1. Judith F. Olson: *Writing Skills: Success in 20 Minutes a Day*.
2. Morley: *The Cambridge Companion to Creative Writing*.
3. William Zinsser: *On Writing Well: The Classic Guide to Writing Nonfiction (On Writing Well)*.
4. Maggie Hamand: *Creative Writing Exercises for Dummies*.
5. Voldemar Lemberg: *200 Creative Writing Prompts*.
6. Kamlesh Mohindra: *English Composition and Creative Writing*.
7. Deepa Agarwal: *Write Right: A Complete Guide to Creative Writing*.
8. L.J. Watson: *Creative Writing: Over 200 Prompts and Exercises To Inspire Your Muse*.
9. Ernst Jones: *Writing: 25 Writing Tips & Writing Skills for Writing Fiction & Content Writing – Get 300% Faster, Today! (Writing Faster, Writing Skills, Content Writing, ... a Novel, Writing a Book, Creative Writing)*.
10. Denise Howie: *CREATIVE WRITING: A TEACHER'S GUIDE. 30 Years of Experience at Your Fingertips*.
11. Terry O'Brien: *Modern Writing Skills*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Relate writing as the primordial skill in the field of media, entertainment and communication.	PO1, PO11
CO2	Apply the basic writing skills to become an accomplished media writer.	PO1,PO2, PO3,PSO1, PO6, PO8, PO12, PSO4
CO3	Experiment with holding readers' interest.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2, PSO4
CO4	Summarize how to write an audio-visual material.	PO1, PO5, PO12, PSO1, PSO2
CO5	Develop writing to the next level.	PO1, PO6, PO8, PO9, PO10, PO12, PSO1, PSO2, PSO4
CO6	Evaluate written content creators for various media platforms.	PO5, PO10, PO12, PSO1, PSO2, PSO4

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Media Writin	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

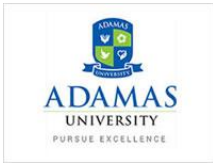
	g and Blogg ing																
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1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Media Writing and Blogging			
Program: M.A.(JOURNALISM) Semester: ODD 2022-23		Time: 03 Hrs. Max. Marks: 40	
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Relate the importance of written communication in the overall process of communication.	U	CO1
2	Analyse Freelancing as a concept for writers with proper examples.	An	CO2
3	Demonstrate a distinct case study to exemplify the contemporary trends in blogging.	U	CO3
4	Illustrate marketing content on Social Media.	U	CO5
Section B (Attempt any Two) (2 x 10 = 20)			
5	Analyse the strategies and tactics to write a good copy.	An	CO6
6	Illustrate a news item with infographics to engage the readers.	U	CO4
7	Explain the tricks and strategies to be a good blogger.	U	CO5
Section C is Compulsory (8)			
8	Compare the advantages of corporate communication on Social Media with those of traditional media.	An	CO6

	Trans-media News	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	Basic Knowledge about News				
Co-requisites	--				

Course Objectives

1. To administer linkage among the various intricacies of print media news.
2. To analyse the various aspects of radio news.
3. To develop the knowledge of television news.
4. To analyse the trends in new media and multimedia news.
5. To understand the evolution and latest trends of MoJo.
6. To assess and become the producers of news across different news platforms.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the dynamics of print media news.
- CO2. **Outline** the various technicalities of radio news.
- CO3. **Identify** the various intricacies of television news.
- CO4. **Classify** the intricacies of of new media and multimedia news.
- CO5. **Apply** the knowledge concerning the various technicalities of MoJo.
- CO6. **Createnews** across different news platforms.

Course Description

Transmedia storytelling is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies. The study of transmedia storytelling is a concept introduced by Henry Jenkins. From a production standpoint, transmedia storytelling involves creating content that engages an audience using various techniques to permeate their daily lives. In order to achieve this engagement, a transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content in each channel. Importantly, these pieces of content are not only linked together, but are in narrative synchronization with each other. Students will delve into such practices to deliver the new techniques of storytelling through this course.

Course Content

Unit 1: **5 Lecture Hours**

News for Print Media – Elements of Print Media News – News for Newspapers – News for Magazines – News for News Agencies – Salient Features of Print Media News – Basic Rules for Reporting for Print Media.

Unit 2: **5 Lecture Hours**

News for Radio – News Features for Radio – Elements of Radio News – Salient Features of Radio News – Basic Rules of Reporting and Producing News for Radio.

Unit 3: 5 Lecture Hours

News for Television – News Features for Television – Elements of Television News – Salient Features of Television News – Basic Rules of Reporting and Producing News for Television.

Unit 4: 5 Lecture Hours

News for New Media and Multimedia – Web Journalism or Cyber Journalism or Online Journalism – Elements of Multimedia News – Salient Features of Multimedia News – Basic Rules of Reporting and Producing News for the New Media.

Unit 5: 5 Lecture Hours

Producing News for Mobile – Mobile Journalism or MoJo – How to Construct News Using the Cellular Phone – Characteristics of MoJo – Basic Rules of Reporting and Producing News for the Mobile Platform.

Unit 6: 5 Lecture Hours

A Comparative Analysis of News Produced for the Different Media Platforms – Advantages and Disadvantages of Producing News for Different News Platforms – The Contemporary News Scenario.

Practical: 60 Lecture Hours

1. Lessons on Producing Print Media News.
2. Lessons on Producing Radio News.
3. Lessons on Producing Television News.
4. Lessons on Producing Multimedia and New Media News.
5. Lessons on MoJo.
6. Lessons on Using Different Media Platforms to Produce the Same News Piece.

Reference Books

1. Virbala Aggarwal: *Handbook of Journalism and Mass Communication*.
2. Bill Kovach and Tom Rosenstiel: *The Elements of Journalism*.
3. Tony Harcup: *Oxford Dictionary of Journalism*.
4. Andy Bull: *Creative Writing: Multimedia Journalism: A Practical Guide*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the dynamics of print media news.	PO1, PO11
CO2	Outline the various technicalities of radio news.	PO1, PO2, PO3, PSO1, PO6, PO8, PO12, PSO4
CO3	Identify the various intricacies of television news.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2, PSO4

CO4	Classify the intricacies of of new media and multimedia news.	PO1, PO5, PO12, PSO1, PSO2
CO5	Apply the knowledge concerning the various technicalities of MoJo.	PO1, PO6, PO8, PO9, PO10, PO12, PSO1, PSO2, PSO4
CO6	Create news across different news platforms.	PO5, PO10, PO12, PSO1, PSO2, PSO4

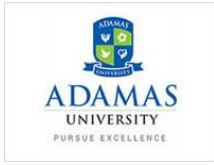
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Trans-media News	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:					
Course: Trans-media News					
Program: M.A.(JOURNALISM) Semester: ODD 2022-23			Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).					
Section A (Attempt any Three) (3 x 4 = 12)					
1	Spell out the basic rules for reporting for Print Media.	R	CO1		
2	What are the salient features of Radio News?	R	CO2		
3	Analyse how to produce news for television.	An	CO3		
4	Define Cyber Journalism.	R	CO4		
Section B (Attempt any Two) (2 x 10 = 20)					
5	How is a piece of news constructed using the Cellular Phone?	R	CO5		
6	Compare the news produced for different news platforms.	U	CO6		
7	Analyse the Contemporary News Scenario.	An	CO5		
Section C is Compulsory (8)					
8	What are the News Features for Radio?	R	CO2		

	Print Media Journalism	L	T	P	C
Version 1.0		2	0	4	4

Pre-requisites/Exposure	A Basic Knowledge about Newspapers and News Magazines
Co-requisites	--

Course Objectives

1. To administer print media journalistic skills in various positions within the broader media and communication industry.
2. To practice informed decision-making in personal and professional journalistic endeavours.
3. To apply meticulous strategic methods to optimize time and cost in journalistic practices.
4. To plan stories in advance and allocate resources accordingly based on the platform the story is being covered for.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the dynamics of the print news media.
CO2. **Outline** the various technicalities of print media reporting.
CO3. **Apply** the knowledge concerning the various technicalities of print news editing.
CO4. **Classify** the intricacies of headline writing and intro writing.
CO5. **Assess** how to write news stories for newspapers and news magazines.
CO6. **Create** a newspaper and a news magazine.

Course Description

Print Media Journalism is the entire process involved with the creation of a newspaper or a news magazine. This essentially concerns the collection of news, the processing of news and the conversion of raw news pieces into final published news stories. In the process, a lot of activities happen – news collection, news editing, news designing and news publication. Print Media Journalism is one of the most important areas in the study of journalism. The course will be delivered through a healthy mix of classroom lectures, practical sessions and on-the-field exercises. In the process, the learners will be exposed to PowerPoint Presentations, printed stories and news case studies. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of journalism. Workshops will be conducted where the learners will learn the intricacies of journalism by doing. A solid backgrounding in Print Media Journalism is a sine-qua-non for any aspiring journalist even if he/ she is going for a career in television, radio or new media journalism.

Course Content

Unit 1:

5 Lecture Hours

What is News? – What Are the Various Definitions and Elements of News? – What is the Relevance of News in the Contemporary Socio-Cultural Milieu? – The Significance of News in a Country like India – The Debate between News as a Commodity and News as a Social Product – Difference between Fact and Truth in the Context of News – How Journalism Is Primarily about Facts – News Values, News Structure and News Ethics – The Inverted Pyramid Structure of Writing News – Understanding the Drift of the Indian English Media – Comprehending the Essential Differences between News Published by English Media and Vernacular Media.

Unit 2: 5 Lecture Hours

What Is Print Media Reporting? – Who Is a Reporter? – What Are the Fundamental Functions and Traits of a Reporter? – A Reporter as against a Writer – The Differences between Reporting News and Writing a Piece of Literature – Political Neutrality and Objectivity to be Exercised by a Reporter.

Unit 3: 5 Lecture Hours

A Basic Introduction to the Various Types of News – Crime, Civic, Political, Business, Accident and Disaster, Legal, Conflict and War, International, Health, Culture, Sports, Entertainment, Development and Weather – Different Approaches to Handle Different Types of Stories.

Unit 4: 5 Lecture Hours

Differences between Writing and Editing – Expression and Communication – Connection between Writing and Reading – Connection between Writing and Reading – Respecting the Reader – Listening – Basics of Editing and Proofreading – Editing as the Most Important Process in Making News – The Various Processes Involved in News Editing – The Process of Proofreading – The Significance of Proofreading.

Unit 5: 5 Lecture Hours

Do We Still Have a Sub-Editor in the Truest Sense of the Term? – The Changing Role of the Sub-Editor inside the Newspaper and the News Magazine Office – How Is Editing Done? – The Subtle Differences between Editing, Rewriting and ‘Manufacturing’.

Unit 6: 5 Lecture Hours

Headlines – Importance of Headlines – Types of Headlines – Functions of Headlines – Writing Headlines for Newspapers and News Magazines – The Ideal Headline – The Dos and Don’ts to be Followed While Writing Headlines for a News Story – Elements of Editing Types of Copy (Reports and Feature) – Grammar and Punctuations – Usage and Meaning – Testing and Slotting – Agency Copy – News Selection – Gate Keeping.

Practical: 60 Lecture Hours

1. Lessons on Field Reporting.
2. Lessons on News Selection.
3. Lessons on Headline and Intro Writing.
4. Lessons on Editing.
5. Lessons on Writing News Stories.
6. Lessons on Writing Feature Stories.

Reference Books

1. Bill Kovach: *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect.*
2. Hiller Kriehbaum: *Facts in Perspective: The Editorial page and News Interpretation.*
3. Robert M. Knight: *Journalistic Writing: Building the Skills, Honing the Craft.*
4. George L. Bird and F.E. Merwin: *The Press and Society.*
5. René J. Cappon: *Associated Press Guide to News Writing: The Resource for Professional Journalists.*
6. Curtis D. Macdougall: *Interpretative Reporting.*
7. Tony Harcup: *A Dictionary of Journalism (Oxford Quick Reference).*
8. Olin Minkle and John Henry: *How to Write Columns.*

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the dynamics of the print news media.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO2, PSO3
CO2	Outline the various technicalities of print media reporting.	PO1, PO3, PO4, PO5, PSO2, PSO4
CO3	Apply the knowledge concerning the various technicalities of print news editing.	PO3, PO4, PO5, PO11, PSO1, PSO3
CO4	Classify the intricacies of headline writing and intro writing.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
CO5	Assess how to write news stories for newspapers and news magazines.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3, PSO4
CO6	Create a newspaper and a news magazine.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO2, PSO4

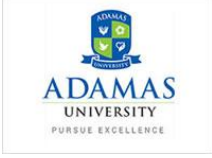
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Print Media Journalism	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:	 <p style="font-size: small; margin: 0;">ADAMAS UNIVERSITY PURSUE EXCELLENCE</p>		
Course: Print Media Journalism Program: M.A. (JOURNALISM) Semester: ODD 2022-23			
Time: 03 Hrs. Max. Marks: 40			
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the different elements of news.	R	CO2
2	Compare Crime Reporting and Political Reporting.	U	CO1
3	What exactly is the Inverted Pyramid Structure?	R	CO5
4	A rape case happens in your locality and no reporter has yet covered it. What exactly would be the method that you would apply to cover it?	R	CO3
Section B (Attempt any Two) (2 x 10 = 20)			
5	Explain the process of news editing in detail. How does it help in the overall presentation of news?	U	CO6
6	What are the different types of headlines? How do headlines complement a story?	R	CO4
7	Explain the process of designing a newspaper or a news magazine with all the necessary elements.	U	CO6
Section C is Compulsory (8)			
8	How do you follow the basic ethical principles while covering a political story? List out all the factors.	R	CO2

	Media Laws & Ethics	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic Knowledge about the Indian Constitution				
Co-Requisites	--				

Course Objectives

1. To administer the legal dynamics of becoming media professionals.
2. To understand the various technicalities to become legal media advisors.
3. To analyse the knowledge concerning the various aspects of media laws and ethics
4. To assess the legal anomalies in large and reputed media projects.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry required to become successful media professionals.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the legal dynamics of being practicing media professionals.
CO2. **Outline** the various technicalities to become legal media advisors.
CO3. **Apply** the knowledge concerning the various aspects of media laws and ethics.
CO4. **Classify** the intricacies of advanced subject for further study.
CO5. **Assess** the legal anomalies in huge media projects.
CO6. **Test** media constitutional expertise.

Course Description

The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication.

Course Content

Unit 1:

10 Lecture Hours

Indian Constitution: Preamble, Features, Fundamental Rights and Duties – Directive Principles of State Policy – Constitutional Amendments – The Basic Structure Doctrine – Centre-State Relations – Division of Powers and Responsibilities – Constitutional Provisions to Declare Emergency – Emergency and Media – The Central Government: Executive & Legislature – Parliamentary Privileges – The Election Commission of India: Position, Powers and Functions – Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – The State Government & Local Self-Governing Bodies: Executive & Legislature – Imposition of President's Rule – Special Autonomous Status to the State of Jammu and Kashmir – The State Election Commissions: Positions, Powers and Functions – Indian Judiciary and Independence of the Judiciary – Indian Constitution and the Primacy of the Judiciary – Pendency of Cases at the Indian Courts – Judicial Corruption and Its Effects on the Indian Democracy – Judicial Reforms.

Unit 2:

10 Lecture Hours

The Necessity of Media Laws – The History and Evolution of Media Laws in India – Impact of India's Colonial Past on the Existing Media Laws – The Contempt of Courts Act, 1971: Important Case Studies – 2010 Case of Vijay S. Mallya Vs. Bennett Coleman and Co., 1989 Case of Reliance Petrochemicals Ltd. Vs. Proprietors of Indian Express Newspapers, Bombay Pvt. Ltd. – Civil and Criminal Defamation Laws in India: Meaning of Libel and Slander, Important Case Studies – 2010 Case of Mahendra Singh Dhoni against Zee Media Corporation and News Network, 2015 Case of National Stock Exchange against MONY Life.

Unit 3: 10 Lecture Hours

The Indian Penal Code, 1860 – The Criminal Procedure Code, 1973 – Existing Provisions under the Indian Penal Code to Deal with Sedition: Important Case Studies – 2015 Case of Sedition Charged against Folk Singer Kovan in Tamil Nadu, 2012 Case of Sedition Charged against Aseem Trivedi – Existing Provisions under the Indian Penal Code to Deal with Crime against Women and Children – Relevant Laws Dealing with Obscenity in India: Important Case Studies – 1980 Case of Raj Kapoor and Others Vs. State and Others, 2007 Case of Maqbool Fida Husain Vs. Raj Kumar Pandey – The Official Secrets Act, 1923 – The Right to Information (RTI) Act, 2005 – RTI to the rescue of Transparency and Accountability in Indian Administrative System: Major Case Studies – Adarsh Society Scam, Public Distribution Scam in Assam – The Press and Registration of Books Act, 1867 – The Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Unit 4: 10 Lecture Hours

The WTO Agreement on Trade-Related Aspects of Intellectual Property Rights – Intellectual Property Rights Legislations – Indian Copyright Act, 1957: Important Case Studies – 1978 Case of R.G Anand Vs. M/S. Delux Films & Ors, 2003 Case of Barbara Taylor Bradford Vs. Sahara Media Entertainment Ltd. – The Trademark Act, 1999 – The Patents Act, 1970 – Important Case, Studies of Violations and Resultant Law Suits – The Press Council of India – Press Council's Guide to Journalistic Ethics – Censorship in the Press – A Code of Ethics for Indian Journalists – Press Codes in Various Countries – Media Ethics in Various Countries – A Look at Indian Journalism since Independence with Reference to Media Ethics – Right to Privacy in Indian Context – Ethical Problems Encountered by the Indian Media: Communal Reporting, Right to Reply, Yellow Journalism, Sensationalism, Journalistic Bias, Coloured Reports, The System of Freebies in Journalism, Major Case Studies: The 2010 Radia Tapes Controversy, The 2016 Zee News Doctored Video Controversy.

Unit 5: 10 Lecture Hours

First Press Commission Report and Its Recommendations – Second Press Commission Report and its Recommendations – Reports and Recommendations of Various Media Committees and Commissions in India: Chanda Committee, Verghese Committee, Joshi Committee, Sengupta Committee, Vardhan Committee – Cyber Media: Morality and Ethics – Social Media and Ethics: Trolling as a Distinct Threat to Fairness – Necessity of Code of Ethics in Indian Cyber Media, Major Case Studies: The 2013 Discovery of a 'Social Media Lab' by Mumbai Police, Anonymous Defamations on the Cyber Media.

Unit 6: 10 Lecture Hours

Ethical Issues Associated with the Ownership of Press in India and the World – Media Conglomerates in India and the Resultant Monopoly – The Menace of Paid News – Roles Played by Media Councils and Press Ombudsmen in India and the Rest of the World – Major Case Studies: The 2014 Case of Rajdeep Sardesai and Sagarika Ghose Resigning from CNN-IBN, Political Stances of Media Organizations Subject to Ownerships – Media Trial and Ethics – The Eternal Confrontation between the Media Organizations and the Authorities on the Right to Hide the Sources – The Line between Hiding Sources and Contempt of Court and Breach of Privileges – Major Case Study: The 2005 Case of Journalists Not Being Allowed Inside Polling Booths in West Bengal – Self-Regulation by the Media – The Proposed Media Council of India – News Content Verification in the Face of Issues Concerning News Authenticity.

Reference Books

1. *Constitution of India* – By V.N. Shukla, 2017.
2. *Media Law and Ethics* – By M Neelamalar, 2009.
3. *Media Law: Its Ethics and Ethos* – By Devesh Kishor and Ganga Sagar Singh, 2016.
4. *Introduction to Media Laws and Ethics* – By Juhi P Pathak, 2014.
5. *Press Laws and Ethics of Journalism* – By P.K. Ravindranath, 2004.
6. *Digital Media Law* – By Ashley Packard, 2012.
7. *Media Law, Ethics, and Policy in the Digital Age* – By Nhamo A. Mhiripiri and TendaiChari, 2017.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the legal dynamics of being practicing media professionals.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Outline the various technicalities to become legal media advisors.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4
CO3	Apply the knowledge concerning the various aspects of media laws and ethics.	PO3, PO4, PO5, PO11, PSO2
CO4	Classify the intricacies of advanced subject for further study.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2, PSO3, PSO4
CO5	Assess the legal anomalies in huge media projects.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO4
CO6	Test media constitutional expertise.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO3, PSO4

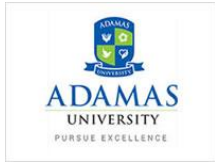
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Media Law and Ethics	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Media Laws & Ethics			
Program: M.A. (JOURNALISM) Semester: ODD 2022-23	Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Analyze Right to Freedom of Speech and Expression as the basis for Press Freedom with a case study.	An	CO1
2	Compare Libel and Slander with proper a case study.	U	CO2
3	What exactly is Right to Information (RTI) Act, 2005? Cite a case study?	R	CO3
4	Explain Right to Privacy in Indian Context through the case of Aadhar Card?	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Explain the Necessity of Code of Ethics in Indian Cyber Media with a case study?	U	CO5
6	What do you mean by the menace of Paid News? Give proper case studies to explain.	R	CO6
7	Analyze censorship in the Press through proper case studies relevant to the issue.	An	CO4
Section C is Compulsory (8)			
8.	What is the Impact of India's Colonial Past on the Existing Media Laws. List out all the factors.	R	CO2

	Soft Skills	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic Skills in Socializing and Languages				
Co-Requisites	-				

Course Objectives

1. To administer team dynamics.
2. To understand the various leadership principles and handle them efficiently.
3. To analyse the knowledge concerning the concept of time and tasks and manage them effectively.
4. To assess the intricacies of the concepts of negotiation and its application and understand the nuances of presentation.
5. To understand the techniques of Group Discussions and speak in public to become successful communicators.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the team dynamics and be a part of a team.
- CO2. **Outline** the various leadership principles and also become aware of own emotions and how to manage them more effectively.
- CO3. **Apply** the knowledge concerning the concept of time and tasks and manage them effectively.
- CO4. **Classify** the intricacies of the concepts of negotiation and its application and understand the nuances of presentation.
- CO5. **Assess** the techniques of Group Discussions and speak in public.
- CO6. **Test** effective communication.

Course Description

Soft skills are character traits and interpersonal skills that characterize a person's relationships with other people. In the workplace, soft skills are considered to be a complement to hard skills, which refer to a person's knowledge and occupational skills. To enable students to adapt to the nuances of effective communication to become efficient communicators in every step of personal and professional lives, this course will be extremely helpful.

Course Content

Unit 1: **6 Lecture Hours**

Knowing the Nature of the Team; Understanding Personal as well as Professional Goals of the Members of the Group; Working Effectively in a Team through Building Relations and Interpersonal Communication.

Unit 2: **8 Lecture Hours**

Understanding the Problem Solving Process; Developing Effective Problem Statements; Identifying and Managing Risks; Different Kinds of Risks; Critical Thinking; Convergent and Divergent Thinking; Six Thinking Hats – Edward Bono.

Unit 3: 12 Lecture Hours

- Influencing.
- Coaching.
- Delegating.
- Empowerment.
- Team Player.
- Leadership Traits.

Unit 4: 16 Lecture Hours

Understanding Emotions; Recognition of Impulses or Triggers; Functioning of Amygdala; Emotional Hijacking; Knowing Yourself; Self-Realization; Self-Management; Social-Management. Goal Setting; SMART Goals; Understanding the Importance of Time; Time Matrix by Steven Covey; 80-20 Theory; Understanding the Timeline and Allocating Time to Complete Different Tasks; Differentiation of Tasks; Pickle Jar Theory; Techniques to Manage Timelines.

Unit 5: 10 Lecture Hours

Understanding the Concept of Negotiation; Various Methods of Negotiating and Being Successful; Understanding the Power of Language and Non-Verbal Communication; Communication with Difficult People; Ways to Handle Difficult People; Recognizing and Prioritizing Emotions; Different Kinds of Negotiations and Recognizing Your Own Way. Learning the Concept of Presentation; Preparation and Research; Knowing the Audience and Their Requirements, Effective Ways to Deliver the Presentation; Making Your Presentation Talk; Preparing a Multimedia Presentation.

Unit 6: 8 Lecture Hours

Understanding the Nature of Discussion, Difference between Debate and Discussion; Different Roles to be Played; Ways to Form and Present the Arguments; Ways to Defend; Getting Acquainted with the Art of Public Speaking; Understanding the Rhetoric of Making a Public Speech, Exploring Rhetorical Elements through Various Videos.

Reference Books

1. Peggy Klaus. *The Hard Truth about Soft Skills*.
2. Nitin Bhatnagar. *Effective Communication and Soft Skills*. Pearson Education India.
3. Eric Garner. *Team Building*.
4. Wendy Palmer and Janet Crawford. *Leadership Embodiment*.
5. John C Maxwell. *21 Irrefutable laws of Leadership*.
6. Stephen Covey. *7 Habits of Highly Effective People*.
7. Daniel Levi. *Group Dynamics for Teams*.
8. Atul Gawande. *The Checklist – How to Get Things Done Right*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

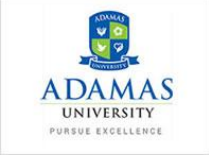
Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the team dynamics and be a part of a team.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO4
CO2	Outline the various leadership principles and also become aware of own emotions and how to manage them more effectively.	PO1, PO3, PO4, PO5, PSO2
CO3	Apply the knowledge concerning the concept of time and tasks and manage them effectively.	PO3, PO4, PO5, PO11, PSO2, PSO3, PSO4
CO4	Classify the intricacies of the concepts of negotiation and its application and understand the nuances of presentation.	PO1, PO2, PO3, PO4, PO5, PO11
CO5	Assess the techniques of Group Discussions and speak in public.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO3, PSO4
CO6	Test effective communication.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO1, PSO2, PSO3

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Soft Skills	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Soft Skills			
Program: M.A. (JOURNALISM) Semester: ODD 2022-23	Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define critical thinking.	R	CO2
2	Compare the understanding of personal and professional goals of the members of a group.	U	CO1
3	What are the differences between debates and discussions?	R	CO6
4	Explain Time Matrix by Steven Covey?	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Explain Leadership Skills.	U	CO3
6	What do mean by SMART Goals. Explain.	R	CO4
7	Analyse Non-Verbal Communication and Communication with Difficult People.	An	CO5
Section C is Compulsory (8)			
8	What are the dynamics of the Art of Public Speaking. List out all the factors.	R	CO6

ADAMAS UNIVERSITY
M.A. (Journalism)
SEMESTER – II

	Radio Broadcasting	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge of Radio				
Co-requisites	--				

Course Objectives

1. To administer radio as a distinct medium of transmitting news.
2. To understand the power of radio in disseminating news.
3. To analyse the various aspects of radio broadcasting
4. To assess the intricacies of radio as an independent broadcasting medium.
5. To understand the techniques of newer ways of radio broadcasting

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Define** radio as a distinct medium of transmitting news.
- CO2. **Outline** the power of radio in disseminating news.
- CO3. **Demonstrate** the various aspects of radio broadcasting.
- CO4. **Assess** about the growth of radio as an independent broadcasting medium.
- CO5. **Summarize** the various intricacies of radio programming.
- CO6. **Determine** newer ways of radio broadcasting.

Course Description

Radio broadcasts provide real-time information, and some stations that broadcast 24 hours a day, can provide the most recent updates to listeners. Radio has the ability to reach across borders and can become a valuable source of information. To inform, educate and entertain; to build a healthy national consciousness; to inspire a positive sense of shared national purpose; to create necessary ethical sensibilities – surely, all these must be among the purposes of the broadcasting profession. Radio is the most accessible and portable of the media able to adapt more quickly to listeners' changing listening habits. Students will learn to hone their skills accordingly through this course.

Course Content

Unit 1: 5 Lecture Hours

History and Development of Radio - Radio as a medium of communication. Characteristics, Role & Functions, of Radio.

Unit 2: 5 Lecture Hours

All India Radio & BBC. The concept of AM and FM. Radio News: Structure, Different types of Radio News. Newsroom functions. Qualities & duties of a radio news reader.

Unit 3: 10 Lecture Hours

Writing for radio news. Editing radio news script. KISS formula in radio writing. Different types of Microphones. Radio Interview: Structure, Elements, Types, Do's and Don'ts for a radio interview. Difference between Govt. and Commercial FM Radio. Radio Studio Acoustics.

Unit 4: 10 Lecture Hours

Commercial Radio Station Imaging and Branding, TG, FPC, Programming formats, Stationalities: Teasers, Show promos, Station promos, Writing promos. TOH s, Break bumpers, Sparklers, and Station Sound, Content Integrations and RJ Mentions, Programme Policy. Radio Jockey duties and qualities. How to prepare for a radio show.

Unit 5: 5 Lecture Hours

Role and duties of a Music Manager, Producer, Scriptwriter, Copywriter, and Programming Head of a commercial radio station. Different day part show planning.

Practical: 60 Lecture Hours

1. Radio News Bulletin.
2. Radio News Feature.
3. Radio News Documentary.
4. Radio Spot.

Exercises/ Assignments/ Presentations:

1. Radio News Bulletin.
2. Reporting of Event and Writing the Script.
3. Editing Copy of the News Report.
4. Recording of Voice Over.
5. Preparing the News Package.
6. Production of News Bulletin, Run Down.

Unit 6: 5 Lecture Hours

Community Radio in India, Internet Radio, Podcast.

Exercises/ Assignments/ Presentations:

7. Radio News Bulletin: Scripting and Reading as a Radio News Reader.
8. Radio Interview.
9. Making Radio Shows for commercial FM radio.
10. Plan a CRS and its programme.
11. Podcasting.

Reference Books:

1. Parthasarathy, Rangaswami. *Here is the News*. New Delhi: Sterling Publishers Pvt. Ltd., 1994.

2. Chatterji, P.C. *Broadcasting in India*. New Delhi: Sage Publications, 1987.
3. Srivastava, K.M. *Radio and TV Journalism*.
4. Mark W. Hall: *Broadcast Journalism: An Introduction to News Writing*.
5. U.L. Baruah: *This is All India Radio*; Publications Division; Ministry of I&B, 2017.
6. P.C. Chatterjee: *Broadcasting in India*; Sage.
7. Carrol Fleming: *The Radio Handbook*; Routledge.
8. Rabindran, R.K. *Handbook of Broadcast Journalism*.
9. Hilliard, Robert. *Radio Broadcasting*. New York: Longman.
10. Hansman, Carl, Philip Benoit & Lewis B. O'Donnell. *Radio Production: Production, Programming and Performance*. Belmont: Wadsworth/ Thomson Learning, 2000.
11. P.C Chatterjee, *Broadcasting in India*, New Delhi, Sage.
12. Vinod Pavarala & Kanchan K. Malik: *Other Voices; the Struggle for Community Radio in India*, Sage.

Reference Books

Other Voices, Pavarala & Kanchan Mallik, Sage
Broadcasting in India By Awasthy G.C, Allied publishers, Mumbai, 1965
Broadcasting in India By Chatterji, P.C., Sage, New Delhi, 1988
Broadcasting and People By Masani, Mehra, National Book Trust, New Delhi, 1997
Indian Broadcasting By Luthra, H.R., Publication Division, New Delhi, 1998. 2015-16
Television and radio announcing By Stuart W. Hyde, Kanishka Publishers, Delhi
Radio Production Techniques By Macliesh Robert, Macmillan. NY
The Script Writers' Handbook By Nostrum William J. Van.
Local Radio By Sim Harris & Paul Chantler, Focal press

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define radio as a distinct medium of transmitting news.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO4
CO2	Outline the power of radio in disseminating news.	PO1, PO3, PO4, PO5, PSO2
CO3	Demonstrate the various aspects of radio broadcasting.	PO3, PO4, PO5, PO11, PSO2
CO4	Assess about the growth of radio as an independent broadcasting medium.	PO1, PO2, PO3, PO4, PO5, PO11,

		PSO2, PSO3
CO5	Summarize the various intricacies of radio programming.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3, PSO4
CO6	Determine newer ways of radio broadcasting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO4


		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Radio News Broadcasting	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Radio News Broadcasting			
Program: M.A. (JOURNALISM) Semester: EVEN 2022-23	Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the Organizational Structure of a Radio Station.	R	CO1
2	Explain the Importance of Silence.	U	CO2
3	What are the types of Bulletins?	R	CO3
4	Explain the elements of Post-Production.	U	CO4

Section B (Attempt any Two) (2 x 10 = 20)			
5	Explain in details about working in Radio News Room.	U	CO5
6	Compare between Analogue and Digital Sound with technical details.	U	CO6
7	What are the different types of Radio Interview?	R	CO5
Section C is Compulsory (8)			
8	Demonstrate a radio news script for broadcast.	U	CO6

HJM21064	Media Economics	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about media and revenue				
Co-requisites	--				

Course Objectives

1. To administer the relationship between **media ownership** and revenue generations.
2. To understand the trends of **FDI in Media Industry**.
3. To analyse the advent of online media in India with an undefined revenue source.
4. To assess the importance of target audience in revenue earnings.
5. To understand the new revenue models for news organizations.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Understand** the relationship between **media ownership** and revenue generations.
- CO2. **Infer** the trends of media-specific revenue generation.
- CO3. **Classify** the role and contribution of **FDI**.
- CO4. **Outline** the advent of online media in India with an undefined revenue source.
- CO5. **Assess** the importance of target audience in revenue earnings.
- CO6. **Dissect** new revenue models for news organizations.

Course Description

One of the most important aspects of media is the fact that the **media is “an industry”**. Most media producers and outlets are commercial in nature, with the main objective of making money. **Media Economics** deals with the nature and scope of ownership pattern, revenue structure and mode of investment done in media industry. There are several methods or “revenue models” that media companies use to make money. **Advertising, Subscription,**

Pay-per-item, Merchandising – media companies are experienced operators of the two-sided market model. Students will learn these new techniques to face the real media world in future through this course.

Course Content

Unit 1: Media Economics and Ownership Patterns

10 Lecture Hours

Concept of market Media and finance Fundamentals of economic theory - The market and its mechanisms in mainstream economic thinking Fundamental differences between mainstream and alternative economic approaches – Concept of Micro Economics and Macro Economics- The transformation of global media industries Business Ethics and Management by Indian Values Rethinking media economics - Major patterns of ownership with special reference to India- Chain ownership, Cross Media, Vertical integration, Monopoly in Media- Conglomerate Concentration of Media ownership Editor status & Declination of Editor's status - Basic Economic Theory- Demand and Supply, Concept of Demand, Factors determining demand, Demand Curve- factors for the changes, Concept of supply. Business Models: Five Overarching Business Models to Generate Revenue from Content: 1) Transactions, 2) Subscriptions, 3) Licensing, 4) Content Marketing and 5) Advertising.

Unit 2: Social Media Management and Business Model

10 Lecture Hours

Human Resource Management Marketing Management Strategic Management Supply Chain Management Business Ethics Growth of Online Media and Portal: Issues and structure Online platform- Recent trend; management policies; extent of technical glitches; nature of audiences. Social Media Management Chain. Convergent media and Model of Convergent Media market and economy - social media in Companies; Integrated approaches of Social media Strategy Economics of New Media: Content, Production & Consumption New Marketing Communication in social media business - Social networks as marketing tools for media companies. Direct and Indirect Revenue Generation: Government Ads, Sponsorship Ads, Corporate Ads, Advertorials Influences

Unit 3: Media Research

Scope of audience analysis- Quantitative Techniques -Survey technique- TRP Calculation - BARC Method
ABC- TRP Vs Market and Media Vs Market – Debate and Discussion- Audience Analysis- People Meter- Case Studies

Unit 4: FDI and Indian Media

Concept of FDI- FII v/s FDI- Legal, Political and economic issues of FDI in Indian Media Industry- FDI in Radio, Print, TV, and Film Industry - Nature of FDI -Merger & Acquisition; Building New Facilities; Intra Company Loans -Reinvesting profits earned from overseas operations- Involvement through FDI Production- Marketing & Service, R & D- Access of Raw materials and other resources; Managerial Control- Content design and Interference of Editors' Freedom

Unit 5: Overview of the Indian media

10 Lecture

Hours

Indian Media Industry: Print, TV, Digital – Revenue and expenditure of media houses- Cost control policy Newsprint allocation policy- Comparative Growth/ Fall across Various Media Streams in Revenue Generation over the Years – Market Competition/ Content Marketing.

Unit 6: Covid 19 and Media Industry

Negative Impact on Ad and Sales - Suspension of movie and television production; Delays in release dates; Social distancing creates serious impact on all shooting schedule Challenging of Circulation and Supplementary Publication During Lock down Period Problem of circulation- logistic and others Boost of Digital Media - video and music streaming and downloads, as well as online publications; e paper, e edition and web portal

Reference Books

1. *76 Ways to Make Money in Digital Media*, David Plotz.
2. *Understanding the Business of Media Entertainment* (English, Paperback, Bernstein Gregory).
3. *Dynamics of Mass Communication: Media in Transition* Paperback – Import, 16 Apr Joseph Dominick (Author).
4. Denis Mc Quail (1993) *Media Performance*. London: Sage.
5. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, *Handbook of Media Management and Economics*, L. Erlbaum Associates, 2006
6. Lucy Küng, *Strategic Management in the Media: Theory to Practice*, Jönköping International Business School, 2008
7. *Social Media Management: Technologies and Strategies for Creating Business Value*, By Amy Van Looy, Springer, 2016
8. *Understanding Media Economics*, By Gillian Doyle, SAGE, 2002

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs	
	<p>Course Outcomes (COs)</p> <p style="text-align: right;">Mapped Program Outcomes</p>

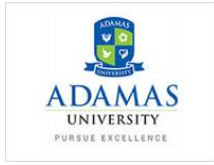
CO1	Understand the relationship between media operations and revenue generations.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO2, PSO3
CO2	Infer the trends of media-specific revenue generation.	PO1, PO3, PO4, PO5, PSO2, PSO3
CO3	Classify the role and contribution of advertisements.	PO3, PO4, PO5, PO11, PSO3, PSO4
CO4	Outline the advent of online media in India with an undefined revenue source.	PO1, PO2, PO3, PO4, PO5, PO11, PSO2, PSO4
CO5	Assess the importance of target audience in revenue earnings.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO4
CO6	Dissect new revenue models for news organizations.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Media Economics	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped
3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Media Economics			
Program: M.A. (JOURNALISM) Semester: EVEN 2022-23	Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the Five Overarching Business Models to Generate Revenue from Content.	R	CO1
2	Explain the role and contribution of Advertising.	U	CO2
3	What is the importance of target audience for different media?	R	CO3
4	Explain the elements of how the Digital Ad Revenue has grown in Facebook.	U	CO4
Section A (Attempt any Two) (10 x 2 = 20)			
5	Evaluate the fall across various media streams in revenue generation over the years.	E	CO5
6	Analyse the importance of sales and administrative managers in garnering revenues.	An	CO6
7	Evaluate a case study like, Newspapers – left for dead many times in the past few years – are now seeing a resurgence thanks to direct sales. State with an examples.	E	CO5
Section C is Compulsory (8)			
8	Build an online ad planning for an Independent Online Journalistic Venture.	Ap	CO6

	Communication Research	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic Idea of Research				
Co-Requisites	--				

Course Objectives

1. To administer communication research from an expert's perspective.
2. To understand the world of communication research in further details.
3. To analyse the communication research in the foreseeable future.
4. To assess the communication research to greater heights.
5. To understand communication research in professional level in the country and abroad.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** communication research from an expert's perspective.
- CO2. **Apply** communication research for various media organizations.
- CO3. **Outline** the world of communication research in further details.
- CO4. **Select** a career in communication research in the foreseeable future.
- CO5. **Organize** fact finders for media organizations.
- CO6. **Assess** communication research to take media organizations to greater heights in the country and abroad.

Course Description

Communications research, or media studies, is about effect. However, the field is subdivided – audience measurement, content analysis, production process, reception studies – the underlying aim, not always acknowledged, is to account for the power of the media. From Plato's admonition that the written word might corrupt unintended audiences to Postman's admonition that television would corrupt rational discourse, there has been continuous speculation – both scholarly and popular – about the effects of media. The questions, however, are much better than the answers. How effective was the use of radio for propaganda in World War I? What role did radio play in Hitler's rise to power? Did Roosevelt's 'fireside chats' persuade Americans to join the allies in World War II? Did the televised pictures from Vietnam and Bosnia hasten American withdrawal in the one case and engagement in the other? Is television responsible for the personalization of politics? Do television debates affect the outcome of presidential elections? Are the media simply salesmen of the status quo? Does cinematic glorification of violence induce real-world violence? Why is it taking so long for the media to get people to quit smoking? How does representation of minorities on television affect intergroup relations? Will global media homogenize or exacerbate cultural differences? These are some of the research questions that our students can take up through this course as their communication research topics in their quest for knowledge.

Course Content

Unit 1:

10 Lecture Hours

An Introduction to the Concept of Research – Development of Communication Research –Scientific Method of Communication Research – Techniques for Writing Down the Research Phases – Research Procedure – Selecting a Research Problem – Reviewing the Existing Pieces of Literature – Research Questions or Hypotheses.

Unit 1: 10 Lecture Hours

An Introduction to the Concept of Research – Development of Communication Research- **Phases of Communication Research; Types of Research – Descriptive, Experimental, Fundamental and Applied Research.** Selecting a Research Problem – Reviewing the Existing Pieces of Literature – **Formation of Research Questions or Hypotheses.**

Unit 2: 10 Lecture Hours

Determination of Appropriate Methodology and **Research Design – Data Collection – Data Analysis – Presentation of Results** – Fundamental Research and Applied Research –Experimental Design and Semi-Experimental Design.

Research Methodology– An Overview; Research Paradigm; Research Onion- Research Philosophy- Research Approach-Research Design-Methods of Data Collection- Data Analysis- Timelines of a Research.

Unit 3: 10 Lecture Hours

Exploratory Research, Descriptive Research, Benchmark Studies, Panel Studies – Research Ethics – General Ethical Theories of Research – Ethics of Online Research – Potential Harm Caused Due to Unethical Research Practices.

Unit 3: 10 Lecture Hours

Research Ethics – General Ethical Theories of Research – Ethics of Online Research – Potential Harm Caused Due to Unethical Research Practices; **Honesty- Integrity and Confidentiality in Research ethics**

Unit 4: 10 Lecture Hours

Sampling – Universe and Sample – Types of Probability and Non-Probability Sampling –Sample Size – Sampling Error – Quantitative Research and Quantitative Research Methods –Characteristics, Methodology, Strengths and Limitations of the Quantitative Method.

Unit 4: 10 Lecture Hours

Sampling – Universe and Sample – Types of Probability and Non-Probability Sampling –Sample Size – Sampling Error – Quantitative Research and Quantitative Research Methods –Characteristics, Methodology, Strengths and Limitations of the Quantitative Method; **Concepts of Control Group and Experimental Groups.**

Unit 5: 10 Lecture Hours

Methods of Data Collection through Qualitative Research – Field Observation Techniques, Focus Groups Methodology, Intensive Interviews, Ethnography, Case Studies – Methods of Data Collection through Survey Research – Constructing Questions, Questionnaire Design, Mail Survey, Telephone Survey, Personal Interviews – Using MS Excel for Statistical and Data Analysis.

Unit 5: 10 Lecture Hours

Methods of Data Collection through Qualitative Research – Field Observation Techniques, Focus Groups Methodology, **In-Depth Interviews.** Ethnography, Case Studies – Methods of Data Collection

through Survey Research – Constructing Questions, Questionnaire Design, Online Survey, Telephone Survey, Personal Interviews – Using MS Excel and SPSS for Statistical and Data Analysis.

Unit 6: 10 Lecture Hours

Content Analysis – Uses of Content Analysis, Comparing Media Content of the Real World, Establishing a Starting Point for the Study – Limitations of Content Analysis – Steps in Content Analysis – Writing a Research Report – Using SPSS for Statistical and Data Analysis.

Unit 6: 10 Lecture Hours

Content Analysis – An Overview – Steps in Content Analysis – Qualitative and Quantitative Content Analysis, Constructed Weeks, Coding contents for Quantitative analysis, Writing a Research Report –

Reference Books

1. *Research Methodology: Methods and Techniques* – By C. R. Kothari, 2013.
2. *Mass Media Research: An Introduction* – By Roger D. Wimmer and Joseph R. Dominick, 2015.
3. *Research Methods for Business and Social Science Learners* – By John Adams, Hafiz T. A. Khan and Robert Raeside, 2014.
4. *Statistical Method: Volume I* – By N.G. Das, 2008.
5. *Mass Communication Research Methods* – By Anders Hansen, Simon Cottle, Ralph Negrine and Chris Newbold, 1998.
6. *The Basics of Communication Research* – By Leslie A. Baxter and Earl Babbie, 2003.
7. *Media Effects Research: A Basic Approach* – By Glenn Grayson Sparks, 2005.
8. *Communication Research: Issues and Methods* – By James A. Anderson, 1986.
9. *Using Qualitative Research in Advertising: Strategies, Techniques, and Applications* – By Margaret Ann Morrison, Eric E. Haley, Kim Bartel Sheehan and Ronald E. Taylor, 2002.
10. *Qualitative Research Methods in Public Relations and Marketing Communications* – By Christine Daymon and Immy Holloway, 2001.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label communication research from an expert’s perspective.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Apply communication research for various media organizations.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4

C03	Outline the world of communication research in further details.	PO3, PO4, PO5, PO11, PSO3, PSO4
C04	Select a career in communication research in the foreseeable future.	PO1, PO2, PO3, PO4, PO5, PO11, PSO2
C05	Organize fact finders for media organizations.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO3
C06	Assess communication research to take media organizations to greater heights in the country and abroad.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO2, PSO4

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Communication Research	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

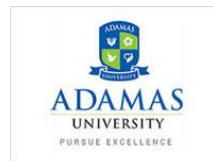
2= moderately mapped

3=strongly mapped

Model Question Paper

Name:

Enrolment No:



Course: Communication Research**Program: M.A. (JOURNALISM)****Time: 03 Hrs.****Semester: EVEN 2022-23****Max. Marks: 40****Instructions:**

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks). **Section C** is Compulsory (carrying 8 marks).

Section A (Attempt any Three) (3 x 4 = 12)

1	Define the techniques for writing down the research Phases.	R	CO1
2	Explain the importance of Data Analysis.	U	CO2
3	What are the ethics of Online Research?	R	CO3
4	Distinguish between the Quantitative Research and Quantitative Research Methods.	An	CO4

Section A (Attempt any Two) (2 x 10 = 20)

5	Evaluate the methods of data collection through survey research.	E	CO5
6	Analyse the limitations of Content Analysis.	An	CO6
7	Compare media content of the real world.	U	CO5

Section C is Compulsory (8)

8	Build a research proposal based on a media issue.	Ap	CO6
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	Information Technology for Communication	L	T	P	C
Version 1.0		2	1	2	4
Pre-requisites/Exposure	Basic knowledge of usage of information technology in management from first hand exposure or through media				
Co-requisites	-				

Course Objectives

1. To understand the concept of MIS (Management Information System).
2. To develop an idea about the information and its design.
3. To evaluate the need of information management.
4. To formulate an understanding of data processing.
5. To compare between various system designs and their applications.
6. To learn usage of different software packages

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** the usage of MIS (Management Information System) in real life scenario.
CO2. **Illustrate** the importance of information design to formulate and analyse data.
CO3. **Apply** strategies of management in managing information.
CO4. **Design** strategies based on the knowledge of data processing.
CO5. **Develop** system design in information management.

Catalogue Description

Information is considered as one of the valuable assets for an organization, which induces the need of an effective MIS (Management Information System) for an organization. A MIS needs many supportive elements and structural determinations to effectively control, design and analyse data generated by an organization. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **05 Lecture Hours**

Introduction to MIS: Concept, Role and Importance of MIS, MIS and Decision Making Concepts, Herbert Simon Model of Decision Making.

Unit II: **05 Lecture Hours**

Concept of Information: Classification of Information, Value of Information, MIS and Information Concepts , Concept of Systems Analysis and Design (SAD), Need for Systems Analysis, the Process of SAD, MIS and System Analysis.

Unit-III: **15 Lecture Hours**

Information and Managerial Effectiveness: Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

Unit-IV: 10 Lecture Hours

Fundamentals of Data Processing: Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

Unit-V: 05 Lecture Hours

System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Unit-VI: 20 Lecture Hours

Learning Software's: Adobe Photoshop: Learning the Usage of Tools in Photoshop, Image Editing, Morphing, Masking, Designing Creatives for Print, Designing Creatives for the Web. QuarkXPress and Adobe InDesign: Learning the Usage of the Tools in QuarkXPress and Adobe InDesign, Text Composing, Image Composing, Composing Layout for the Newspaper, Composing Layout for the Magazine, Exporting Techniques, Print and Publishing Techniques.

Reference Books

M Alan Pipes (2004), *Introduction to Design*.
 Steven Holzner (200), *HTML Black Book*.
 Todd Kelsey (2017), *Introduction to Search Engine Optimization: A Guide for Absolute Beginners*.
 Brian Wood (2017): *Adobe Illustrator CC Classroom in a Book*.
 Release Conrad Chavez (2017): *Adobe Photoshop CC*.
 Kelly Kordes Anton and Tina DeJarld (2019), *Adobe InDesign CC Classroom in a Book*.
 Chris Griffiths and Melina Costi (2019): *The Creative Thinking Handbook: Your Step-By-Step Guide to Problem Solving in Business*.
 Ellen Lupton (2004): *Thinking with Type*.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

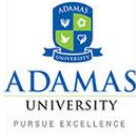
Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the usage of MIS (Management Information System) in real life scenario.	PO1, PO3, PO8, PO10, P012, PSO1

CO2	Illustrate the importance of information design to formulate and analyse data.	PO2, PO3, PO4, PO9
CO3	Apply strategies of management in managing information.	PO2, PO4, PO5, PO8, PO11, PSO1
CO4	Design strategies based on the knowledge of data processing.	PO1, PO2, PO7, PO9, PO12
CO5	Develop system design in information management.	PO1, PO3, PO9, PO10, PO11, PSO2

		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Event Manager and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Information Technology for Communication	3	3	2	2	1	-	1	2	1	2	1	2	2	1

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MA		Semester: II	
Code- Stream- CM		Time: 03 Hrs.	
Paper title— Information Technology for Communication Management			
Max. Marks: 40		Total pages- 1	
		Total no. of questions- 9	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Define nature of information (R)	4	CO1
2.	What is Systems Analysis and Design (SAD)? (R)	4	CO1
3.	What is Image Morphing? (R)	4	CO1
4.	What is the need for Systems Analysis? (R)	4	CO1
SECTION B (Attempt any Two Questions)			
5.	Determine the contribution of Adobe Photoshop in designing. (Evaluate)	10	CO5
6.	What are the levels of management? (R)	10	CO1
7.	Identify types of information to bring-in Managerial Effectiveness (Ap)	10	CO3
SECTION C is Compulsory (Attempt any One Question)			
8.	Compare the different possible types of cost for an organization with examples (An)	8	CO4
9.	Examine the contribution of Classification of Information (An)	8	CO4

Course Objectives

	Television News Broadcasting	L	T	P	C
Version 1.0		1	1	4	4
Pre-Requisites/Exposure	Basic Knowledge about Television				
Co-Requisites	--				

1. To administer television as a distinct medium of transmitting news.
2. To understand the power of television in disseminating news
3. To take television news broadcasting to a hitherto new level.
4. To assess the growth of television as an independent broadcasting medium.
5. To understand the various aspects of radio and television broadcasting.

Course Objectives

1. To administer television as a distinct medium of transmitting news.
2. To understand the power of television in disseminating news, interviews and Programming.
3. To take television news broadcasting to a hitherto new level.
4. To assess the growth of television as an independent broadcasting medium.
5. To understand the various aspects of radio and television broadcasting.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** television as a distinct medium of transmitting news.
- CO2. **Outline** the power of television in disseminating news.
- CO3. **Apply** the various aspects of television broadcasting.
- CO4. **Classify** the growth of television as an independent broadcasting medium.
- CO5. **Assess** the technicalities that go behind radio and television news broadcasting.
- CO6. **Analyse** radio and television news broadcasting to a hitherto new level.

Course Description

Television **News** broadcasting is the medium of broadcasting of various news events and other information via television or internet in the field of broadcast journalism. The content is usually either produced locally in a television studio newsroom, or by a broadcast network. It may also include additional material such as sports coverage, weather forecasts, traffic reports, commentary, and other material that the broadcaster feels is relevant to their audience. Students will hone their skill accordingly through this course.

Course Content

Unit 1 - Television News Formats

News Bulletins, Interviews, Documentary, Debates, Prime Talk Shows, Weather Reports, Live Reporting, News Reporting, Entertainment, Sports and Tech Show. Project – News Package with Voice Over, PTC and Anchor Link (Script Writing for various news formats)

10 Lecture Hours

Unit 2 – **Television Broadcasting working Models**

Television News Room, MCR, PCR, Output Desk, Assignment Desk, Production Equipment – Camera Set Up, Lights, Editing Set Up and Software, Cameraperson, Sound Recordist, Art Director, Studio and Outdoor Recording, Live Television Programmes and Recorded Television Programmes

10 Lecture Hours

Unit 3: **Entertainment and Lifestyle Television Channels Programming Formats**

Television Serials Programming formats, Various Lifestyles Shows : Travel, Cooking, Health, Technology, fashion

Unit 4: 10 Lecture Hours

Public Service Model in India (Policy and Laws)

Global Overview of Public Service Broadcasting; **Community Radio**; Community Video, Participatory Communication; **Campus Radio**.

Unit 5: 10 Lecture Hours

Private Broadcasting Model in India

Doordarshan, Prasar Bharti, Private Channels ,Private Broadcasting Policy and Laws; Structure, Functions and Working of a Broadcast Channel; Public and Private Partnership in Television **and Radio** Programming.

Unit 6: 10 Lecture Hours

Writing and Producing for **Radio**, Public Service Advertisements, Jingles, **Radio Magazine Shows**, Mixing Genres in Television Production; Participatory Communication

Practical: 60 Lecture Hours

1. Short Film.
2. Music Video.

Reference Books

1. *TELEVISION NEWS: A Handbook for Reporting, Writing, Shooting, Editing and Producing*, Keller T.
2. *Broadcast Journalism: Techniques of Radio and Television News*, Peter Stewart and Ray Alexander.
3. *How to Watch TV News*, Neil Postman and Steve Powers.
4. *My Adventures in Broadcasting: A Unique Perspective on Television Coverage of Major News and Sporting Events*, Joe Maltz.

Reference Books

1. *TELEVISION NEWS: A Handbook for Reporting, Writing, Shooting, Editing and Producing*, Keller T.

2. *Broadcast Journalism: Techniques of Radio and Television News*, Peter Stewart and Ray Alexander.
3. *How to Watch TV News*, Neil Postman and Steve Powers.
4. *My Adventures in Broadcasting: A Unique Perspective on Television Coverage of Major News and Sporting Events*, Joe Maltz.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label television as a distinct medium of transmitting news.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO2, PSO3
CO2	Outline the power of television in disseminating news.	PO1, PO3, PO4, PO5, PSO2, PSO3
CO3	Apply the various aspects of television broadcasting.	PO3, PO4, PO5, PO11, PSO2, PSO4
CO4	Classify about the growth of television as an independent broadcasting medium.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
CO5	Assess the technicalities that go behind radio and television news broadcasting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO4
CO6	Analyse radio and television news broadcasting to a hitherto new level.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Television Broadcasting	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

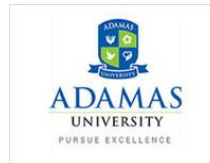
2= moderately mapped

3=strongly mapped

Model Question Paper

Name:

Enrolment No:



Course: Television Broadcasting
Program: M.A. (JOURNALISM)
Semester: EVEN 2022-23

Time: 03 Hrs.
Max. Marks: 40

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks). **Section C** is Compulsory (carrying 8 marks).

Section A (Attempt any Three) (3 x 4 = 12)

1	Define the three different stages of productions.	R	CO1
2	Explain the importance of camera.	U	CO2
3	What is Community Radio? Explain its role.	R	CO4
4	Explain the role of a Script Writer.	U	CO3

Section B (Attempt any Two) (2 x 10 = 20)

5	Evaluate the functions and working of a Broadcast Channel.	E	CO5
6	Analyse participatory communication (An)	An	CO4
7	Build a music video script on social cause.	Ap	CO6

Section C is Compulsory (8)

8	Build a script for a Television Show.	Ap	CO6
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ADAMAS UNIVERSITY
M.A Journalism
SEMESTER – III

	Digital News Media	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	Basic Knowledge of Media				
Co-requisites	--				

Course Objectives

1. To administer the difference between print news media and digital news media.
2. To understand the key characteristics of digital media.
3. To analyse the existing cyber news laws.
4. To assess the various processes involved in digital news gathering and production.
5. To elevate the various news content for digital media and cyber journalism to a new level altogether.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Outline** the difference between print news media and digital news media.
- CO2. **Label** the key characteristics of digital media.
- CO3. **Assess** the various processes involved in digital news gathering and production.
- CO4. **Analyse** the existing cyber news laws.
- CO5. **Create** news content for digital media.
- CO6. **Experiment with** cyber journalism to elevate it to a new level altogether.

Course Description

Digital News Media journalism is a contemporary form of media where editorial content is distributed via the Internet, as opposed to publishing via print or broadcast. What constitutes digital journalism is debated by scholars; however, the primary product of journalism, which is news and features on current affairs, is presented solely or in combination with text, audio, video, or some interactive forms like news games, and disseminated through digital media technology. Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television. Some have asserted that a greater degree of creativity can be exercised with digital journalism when compared to traditional journalism and traditional media. The digital aspect may be central to the journalistic message and remains, to some extent, within the creative control of the writer, editor, and/or publisher. Through this course, students will get a clear idea about digital journalism.

Course Content

Unit 1:

5 Lecture Hours

Basics of Cyber Journalism – Elements of Cyber Reporting – Differences between Print Journalism and Cyber Journalism – Transformation of the Journalistic Platform – The Emergence of Modern Technology Changing the Mediascape across the World.

Unit 2: 5 Lecture Hours

A Brief Overview of the Digital Transition – The Concept of Media Convergence – The Process of Reporting in 3G – The Combination of Text, Images and Sounds in the Process of Journalistic Transition – Examining the Contemporary Digital Efforts.

Unit 3: 5 Lecture Hours

Characteristics of the Internet – An Introduction to the Idea of ISP and Browsers – Websites and its Various Types – The Need and Importance of Email Communication – Internet Tools: Social Media, Blogs and the Universality of Search Engines.

Unit 4: 5 Lecture Hours

Evolution of the Concept of e-Newspapers in English, Hindi and Bengali – Prominent Reasons for the Growing Importance of e-Newspapers – Differences between Online Newspapers and e-Newspapers – The Future of the Concept of Online Newspapers in India.

Unit 5: 5 Lecture Hours

A Comparative Study of the Existing e-Newspapers and Online Newspapers in India and Abroad – Reporting, Writing and Editing for Cyber Journalism.

Unit 6: 5 Lecture Hours

The Laws Pertaining to Cyber Journalism and the Concept of Cyber Publishing – The Information Technology Act, 2000 – The Copyright Act, 1957 and Its Online Violations.

Practical: 60 Lecture Hours

1. A Comparative Study of Print News Media and Digital News Media.
2. Making a WordPress-Based News Website Containing Five Different News Sections – Politics, Society, Crime, Entertainment and Sports.
3. A Case Study of the Cyber News Laws in India.
4. Opening the Facebook, Twitter, Instagram and LinkedIn Pages of the WordPress-Based News Website.

Reference Books

1. Steve Hill and Paul Lashmer: *Online Journalism: The Essential Guide*.
2. Jagadish Chakravarty: *Cyber Media Journalism: Emerging Technologies*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

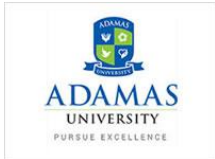
Mapping between COs and POs	
	<p style="text-align: center;">Course Outcomes (COs)</p> <p style="text-align: right;">Mapped Program Outcomes</p>

CO1	Outline the difference between print news media and digital news media.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Label the key characteristics of digital media.	PO1, PO3, PO4, PO5, PSO2, PSO3
CO3	Assess the various processes involved in digital news gathering and production.	PO3, PO4, PO5, PO11, PSO2, PSO4
CO4	Analyse the existing cyber news laws.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
CO5	Create news content for digital media.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3, PSO4
CO6	Experiment with cyber journalism to elevate it to a new level altogether.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Digital News Media	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
Course: Digital News Media Program: M.A. (JOURNALISM) Semester: ODD 2022-23		Time: 03 Hrs. Max. Marks: 40	
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the various elements of Cyber Reporting.	R	CO1
2	Explain the concept of media convergence.	U	CO2
3	Distinguish between Print Journalism and Cyber Journalism.	An	CO1
4	Explain the future of the concept of online newspapers in India (An)	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate websites and its various types.	E	CO3
6	Analyse online newspapers and e-newspapers (An)	An	CO4
7	Build a blog article within 500 words on the Covid-19 situation in West Bengal (C)	Ap	CO5
Section C is Compulsory (8)			
8	Interpret the Copyright Act, 1957 and talk about its online violations.	U	CO6

	MoJo & Convergence News	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	Basic Knowledge of Cellular Telephony				
Co-requisites	--				

Course Objectives

1. To administer Mobile Journalism or MoJo as a distinct news practice.
2. To understand the uniqueness of the mobile news platform.
3. To analyse the processes involved in gathering and producing news for the mobile platform.
4. To assess mobile news as a perfect embodiment of convergence news.
5. To understand the economic aspects of MoJo in the news gathering and news production process.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** Mobile Journalism or MoJo as a distinct news practice.
- CO2. **Outline** the uniqueness of the mobile news platform.
- CO3. **Apply** the processes involved in gathering and producing news for the mobile platform.
- CO4. **Classify** mobile news as a perfect embodiment of convergence news.
- CO5. **Assess** the content for mobile news.
- CO6. **Choose** the economic aspects of MoJo in the news gathering and news production process.

Course Description

Convergence is the new buzz word in journalism. It is becoming the norm for journalists to write copy, record footage and audio and do live link ups. The internet is providing the platform for all forms of media to come together. The digital age has brought about a fracturing of news audiences and pressure on print and broadcast news to do more with less. The digital era has coincided with the increasing profit mongering of news. Is it better journalism or is it even as good as journalism of decades past? The argument is that MoJos are too busy with getting a right camera angle or looking at the levels to actually report the story properly. They are becoming “a mere pipeline for a public relations feed rather than a critical analyst with the time to pause, reflect and add layers of context to the story”. There are more questions. This course provides the students with the critical overview of the art form that is MoJo.

Course Content

Unit 1: **5 Lecture Hours**

The Evolution of Mobile Journalism (MoJo) – The Concept of Mobile Journalists – The Transitory Nature of Content Type in Mobile Journalism.

Unit 2: **5 Lecture Hours**

Mobile Journalism and the Seamless Blending of Content from Multiple Media Sources: Text, Images, Videos, Audios, Graphics, Animation and the Likes.

Unit 3: **5 Lecture Hours**

Mobile Journalism as the Ultimate Cross between Print Media, Electronic Media, Web Media and Social Media.

Unit 4: 5 Lecture Hours

Mobile Journalism, Scanty Resources and Third World Approaches – Voices from the Distant Land.

Unit 5: 5 Lecture Hours

Mobile Journalism as a Fundamental Adversary to the Concepts of Economic Imperialism and Neo-Fascism.

Unit 6: 5 Lecture Hours

Mobile Journalism as an Effective Way to Fight Information Mismatch.

Practical: 60 Lecture Hours

1. Gathering and Producing News for the Mobile Platform.
2. Doing Mobile News Photography.
3. Learning Technologies Associated with Mobile News Gathering and Production.
4. Understanding the Concept of Responsive News Websites.

Reference Books

1. Jesper Koppel: *Journalism – Practical Journalism Methods: Use Your Mobile Phone as a Camera.*
2. Ivo Burum and Stephen Quinn: *MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad.*

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label Mobile Journalism or MoJo as a distinct news practice.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Outline the uniqueness of the mobile news platform.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4
CO3	Apply the processes involved in gathering and producing news for the mobile platform.	PO3, PO4, PO5, PO11, PSO2, PSO3
CO4	Classify mobile news as a perfect embodiment of convergence news.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4

C05	Assess the content for mobile news.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO4
C06	Choose the economic aspects of MoJo in the news gathering and news production process.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

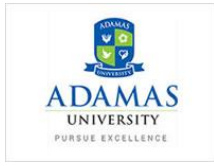
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	MoJo & Convergence News	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: MoJo & Convergence News Program: M.A. (JOURNALISM) Semester: ODD 2022-23			
Time: 03 Hrs. Max. Marks: 40			
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Recall the evolution of Mobile Journalism.	R	CO1
2	Explain the concept of Blended Mix.	U	CO2
3	What is the importance of Social Media in the digital era? (R)	R	CO3
4	Explain the future of Mojo in India.	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the Third World approaches of Mojo.	E	CO4
6	Analyse Mobile Journalism as a fundamental adversary to the concept of Neo-Fascism with a case study.	An	CO5
7	Assess the changing of mediascape across the World.	10	CO1
Section C is Compulsory (8)			
8	Build a blog article within 500 words on 'Infodemic during Pandemic'.	Ap	CO6

	Multimedia News Production	L	T	P	C
Version 1.0		0	1	6	4
Pre-Requisites/Exposure	A Basic Idea about Multimedia				
Co-Requisites	--				

Course Objectives

1. To administer the various intricacies of multimedia news.
2. To understand the various processes involved in multimedia news gathering and production.
3. To analyse the technicalities involved in designing a news website.
4. To assess a spurt in digital efforts.
5. To understand the distinction between Communication Technology (CT) and Information Technology (IT).

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the various intricacies of multimedia news.
- CO2. **Outline** the various processes involved in multimedia news gathering and production.
- CO3. **Apply** SEO and SEM to enhance traffic for a news website.
- CO4. **Classify** the technicalities involved in designing a news website.
- CO5. **Assess** the significant digital efforts that have redrawn the news landscape.
- CO6. **Categorize** the difference between Communication Technology (CT) and Information Technology (IT).

Course Description

Multimedia journalism is the practice of contemporary journalism that distributes news content either using two or more media formats via the Internet, or disseminating news report via multiple media platforms. It is inseparably related to the media convergence of communication technologies, business integration of news industries, and editorial strategies of newsroom management. This area of journalism should be distinguished from digital journalism (or online journalism), which produces news content based on the Internet to generate popular participation. Contemporary multimedia journalism practice implies its profound impacts in various aspects, including content recognition, journalism ideology, labour requirements, and audience-journalists relationship. Students will learn to equip these strategies through this course.

Course Content

Unit 1: **2.5 Lecture Hours**

The Concept of Multimedia – Interactivity as the Hallmark of the Online Medium – Hyperlinks and its Usages in Cyber Journalism – Content Management Systems (CMSs) – The Democratization of the Process of Journalism through the Cyber Platform – Social Media: SocialNetworking Websites – Security and Authenticity Concerns on Cyber Journalism – Ethics of Cyber Journalism.

Unit 2: **2.5 Lecture Hours**

Formats of Cyber Journalism – Home Pages, News Groups, Bulletin Boards, Portals, Weblogs and e-Zines – The Characteristics of All the Formats of Cyber Journalism – The Ways to Present News, Views and Happenings over the Different Formats.

Unit 3: 2.5 Lecture Hours

The Formats to Tell Stories on the Cyber Platform: Print Plus, Clickable Interaction Slideshows, Audio Stories, Live Charts, Quizzes, Surveys, Animated Stories and Interactive Web Casts – Effective Ways to Tell Stories through the Defined Formats Given Above.

Unit 4: 2.5 Lecture Hours

Communication Technology (CT): The Concepts and Scopes of CT – CT and Information Technology (IT): Similarities and Differences – Telephony – Electronic Digital Exchange – CDot – Pagers and Cellular Telephony – The Impacts of These Technologies on the Process of Journalism.

Unit 5: 2.5 Lecture Hours

Significant Digital Efforts Throughout the World – New York Times Multimedia – One in Eight Million – The Atavist – MediaStorm – Huffington Post – Politico – Big World Magazine – CNN iReport.

Unit 6: 2.5 Lecture Hours

Web-first Protocols – An Introduction to Search Engine Optimization (SEO) and Search Engine Marketing (SEM) – Links Curation – Using the Concepts of RSS Feeds and Google Alerts for Conducting Research Activities – Downloading WordPress and Designing a Relevant Website.

Practical: 75 Lecture Hours

1. Creating a Professional Multimedia News Website.
2. Lessons on SEO and SEM. The Process of Changing the Concept of
3. Getting Published
4. Lessons on Website Designing.
5. Lessons on Creating Multimedia News Stories.

Reference Books

1. Ian Hargreaves: *Journalism (Very Short Introductions)*.
2. Mike Ward: *Journalism Online*.
3. Richard Craig: *Online Journalism: Reporting, Writing, and Editing for New Media*.
4. Steve Hill and Paul Lashmer: *Online Journalism: The Essential Guide*.
5. Jagadish Chakravarthy: *Cyber Media Journalism: Emerging Technologies*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

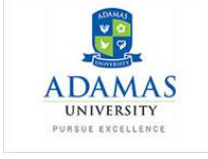
Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the various intricacies of multimedia news.	PO1, PO3, PO4, PO8,

		PO10
CO2	Outline the various processes involved in multimedia news gathering and production.	PO1, PO3, PO4, PO5
CO3	Apply SEO and SEM to enhance traffic for a news website.	PO3, PO4, PO5, PO11
CO4	Classify the technicalities involved in designing a news website.	PO1, PO2, PO3, PO4, PO5, PO11
CO5	Assess the significant digital efforts that have redrawn the news landscape.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11
CO6	Categorize the difference between Communication Technology (CT) and Information Technology (IT).	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Multimedia News Production	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: Enrolment No:		 <p style="font-size: small; margin: 0;">ADAMAS UNIVERSITY PURSUE EXCELLENCE</p>	
Course: Multimedia News Production Program: M.A. (JOURNALISM) Semester: ODD 2022-23			
		Time: 03 Hrs. Max. Marks: 40	
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the Ethics of Cyber Journalism.	R	CO1
2	Explain the concept of Hyperlinks and its usages in Cyber Journalism.	U	CO1
3	What are the characteristics of all the formats of Cyber Journalism?	R	CO2
4	Explain Interactive Web Casts.	U	CO3
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the concepts and scopes of CT.	E	CO4
6	Analyse the process of getting published with a case study.	An	CO5
7	Illustrate the concepts of RSS Feeds and Google Alerts for conducting research activities.	U	CO6
Section C is Compulsory (8)			
8	Build a citizen journalism package on Media Trial.	Ap	CO6

	Alternate & Community Media	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	A Basic Idea about Multimedia				
Co-requisites	--				

Course Objectives

1. To administer what community and alternate media is.
2. To understand citizen journalism as a distinct trend in the world of journalism.
3. To analyse RTIs and how it helps journalistic practices.
4. To assess the PILs and its uses.
5. To understand the various cybercrimes and relevance of gatekeeping as a journalistic concept.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** what community and alternate media is.
CO2. **Outline** citizen journalism as a distinct trend in the world of journalism.
CO3. **Apply** RTIs and how it helps journalistic practices.
CO4. **Classify** PILs and its uses.
CO5. **Assess** about the various cybercrimes.
CO6. **Interpret** the falling relevance of gatekeeping as a journalistic concept.

Course Description

The shifting media environment, and the ways in which people use alternative forms of media and communication have changed the communication landscape. Issues of concern include the nature and distribution of media power; access to and participation in media; media practices of communities and social movements; and the possibilities of emerging technologies and new media. Alternative media are media sources that differ from established or dominant types of media (such as mainstream media or mass media) in terms of their content, production, or distribution. Sometimes the term independent media is used as a synonym, referencing independence from large media corporations, but this term is also used to indicate media enjoying freedom of the press and independence from government control. Alternative media does not refer to a specific format and may be inclusive of print, audio, film/video, online/digital and street art, among others. Students will get to practice the modern tools of the alternative media through this course.

Course Content

Unit 1:

5 Lecture Hours

What Is Alternate Media? – The Definition of Community Media – Community Media and Democracy – Grassroots Activism and Community Media.

Unit 2:

5 Lecture Hours

The Concept of Citizen Journalism – The Concept of Hyperlocal Journalism – How These Two Concepts Are Changing the Idea of Journalism Completely.

Unit 3:

5 Lecture Hours

The Right to Information Act, 2005 (RTI) – RTI as a Tool for Maintaining Public Accountability and Transparency – RTI as a Journalistic Tool – How RTI Could be Used for Finding out Important Pieces of Information.

Unit 4: 5 Lecture Hours

Public Interest Litigations (PILs) – PILs in the Indian Context – PILs as an Effective and Powerful Tool for Ensuring Accountability and Transparency – PILs as a Tool for Journalists

Unit 5: 5 Lecture Hours

Cyber Crimes – The Different Types of Cyber Crimes – The Dimensions and Magnitudes of Cyber Crimes – Available Cyber Laws across the World and Their Inefficiency in Handling the Crimes – Difficulty in Enforcing the Laws Pertaining to Cyber Crimes in India and Other Parts of the World.

Unit 6: 5 Lecture Hours

The Process of Gatekeeping Becoming a Redundant Entity with Community Media Becoming the New Buzzword – Indian and Global Context.

Practical: 60 Lecture Hours

1. Lessons on Preparing Community Media Content.
2. Preparing a Multimedia Citizen Journalism Package.
3. Lessons on the Right Ways to File an RTI Application.
4. Lessons on Filing PILs.

Reference Books

1. Ellie Rennie: *Community Media: A Global Introduction (Critical Media Studies: Institutions, Politics, and Culture)*.
2. Melissa Wall: *Citizen Journalism: Valuable, Useless or Dangerous?*
3. Aruna Roy, MKSS Collective and Gopalkrishna Gandhi: *The RTI Story: Power to the People*.
4. B.L. Wadhwa: *Public Interest Litigation - With Model PIL Forms*.
5. 1. Stuart Allan and Einar Thorsen: *Citizen Journalism: Global Perspectives*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label what community and alternate media is.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Outline citizen journalism as a distinct trend in the world of journalism.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4

CO3	Apply RTIs and how it helps journalistic practices.	PO3, PO4, PO5, PO11, PSO2, PSO4
CO4	Classify PILs and its uses.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
CO5	Assess about the various cybercrimes.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3
CO6	Interpret the falling relevance of gatekeeping as a journalistic concept.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

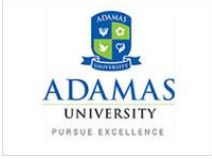
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Alternate & Community Media	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
Course: Alternate & Community Media Program: M.A. (JOURNALISM) Semester: ODD 2022-23			
		Time: 03 Hrs.	Max. Marks: 40
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define Alternate Media with examples.	R	CO1
2	Explain the concept of Hyperlocal Journalism.	U	CO2
3	What are the ways to use RTI as a Journalistic Tool?	R	CO3
4	Explain PILs in the Indian Context.	U	CO4
Section B (Attempt any Three) (2 x 10 = 20)			
5	Evaluate the different types of Cyber Crimes with a few case studies.	E	CO5
6	Analyse about community media becoming the new buzzword.	An	CO6
7	Outline the difficulty in enforcing the laws pertaining to Cyber Crimes in India and other parts of the World.	U	CO5
Section C is Compulsory (8)			
8	Build a multimedia news story on the Plight of Migration workers during the pandemic.	Ap	CO6

	Political Reporting	L	T	P	C
Version 1.0		1	1	4	4
Pre-Requisites/Exposure	Basic Knowledge about Politics				
Co-Requisites	--				

Course Objectives

1. To administer the various intricacies of political news reporting.
2. To understand the ethics of political news reporting.
3. To analyse political news reporting for all the different media platforms.
4. To assess the objectivity factor in political news reporting.
5. To understand the various dynamics that govern politics.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Outline** the basics of political news reporting.
- CO2. **Construct** sources for political news stories.
- CO3. **Label** the ethics of political news reporting.
- CO4. **Classify** political news reporting for all the different media platforms.
- CO5. **Apply** objectivity in political news reporting.
- CO6. **Assess** the various dynamics that govern politics.

Course Description

Political journalism is a broad branch of journalism that includes the coverage of all aspects of politics and political science, coverage of civil governments and political power. Political journalism aims to provide voters with the information to formulate their own opinion and participate in community, local or national matters that will affect them. Political journalism is provided through different mediums, in print, broadcast, or online reporting. Digital media use has increased and it provides instant coverage of campaign, politics, event news and an accessible platform for the candidate. Students will learn the intricacies of political journalism to face the real world through this course.

Course Content

Unit 1:

5 Lecture Hours

Understanding the Political News Beat – What Makes for Good Political Reporting? Framing and Crafting a Political Story.

Unit 2:

5 Lecture Hours

Sources for Political News Reporting – Developing and Cultivating Sources for Political News Stories – Forming Personal Relationships with Political Parties and Political Leaders to get the Right Story.

Unit 3:

5 Lecture Hours

Covering Elections – Pre-Poll and Post Poll News Coverage – Ethical Considerations while Covering Elections.

Unit 4:

5 Lecture Hours

Covering the Legislature – Covering Central Legislatures and State Legislatures – Covering Central Politics and State Politics.

Unit 5: 5 Lecture Hours

Covering Political Conflicts – Covering Specific Political Parties – Avoiding the Ideological Bias while Covering Political Parties.

Unit 6: 5 Lecture Hours

Covering Policy Decisions – Shaping Public Opinion – Political Reporter as the Quintessential Watchdog – Writing Political Features – Political Editorials across all the Media Platforms.

Practical: 60 Lecture Hours

1. Lessons on Writing Political Stories for the Print Media.
2. Lessons on Packaging Political News Stories for Television.
3. Lessons on Making Multimedia Political News Stories.
4. Lessons on Political Photojournalism.
5. Lessons on Developing and Cultivating Sources for Political News Stories.
6. Lessons on Objectivity Required for Political News Reporting.

Reference Books

1. K.M. Shrivastava: *News Reporting and Editing*.
2. John Simpson: *News from No Man's Land: Reporting the World*.
3. Ursula Rao: *News as Culture: Journalistic Practices and the Remaking of Indian*
4. *Leadership Traditions*.
5. Kuldeep Nayar: *Between the Lines*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Outline the basics of political news reporting.	PO1, PO3, PO4, PO8, PO10, PSO2, PSO3, PSO4
CO2	Construct sources for political news stories.	PO1, PO3, PO4, PO5, PSO1
CO3	Label the ethics of political news reporting.	PO3, PO4, PO5, PO11, PSO3, PSO4
CO4	Classify political news reporting for all the different media platforms.	PO1, PO2, PO3, PO4,

		PO5, PO11, PSO2, PSO3, PSO4
CO5	Apply objectivity in political news reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2
CO6	Assess the various dynamics that govern politics.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

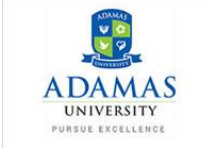
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Political Reporting	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Political Reporting Program: M.A. (JOURNALISM) Semester: ODD 2022-23			
		Time: 03 Hrs. Max. Marks: 40	
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	What makes for good political reporting?	R	CO1
2	Explain the sources for political news reporting (U)	U	CO2
3	Distinguish between covering central politics and state politics.	An	CO4
4	What are the challenges for covering political conflicts.	R	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate political reporter as the quintessential watchdog.	E	CO6
6	Analyse the process of shaping public opinion.	An	CO6
7	Evaluate the pre-poll and post poll news coverage.	E	CO3
Section C is Compulsory (8)			
8	Build a political report on West Bengal Assembly Elections 2021.	Ap	CO6

	Business Reporting	L	T	P	C
Version 1.0		1	1	4	4
Pre-Requisites/Exposure	Fundamental Knowledge of Business and Economics				
Co-Requisites	--				

Course Objectives

1. To administer the various intricacies of business news reporting.
2. To understand the ethics of business news reporting
3. To analyse business news reporting for all the different media platforms
4. To assess the objectivity factor of business news reporting
5. To understand the various dynamics that govern business, finance and economy.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Outline** the basics of business news reporting.
- CO2. **Develop** sources for business news stories.
- CO3. **Label** the ethics of business news reporting.
- CO4. **Classify** business news reporting for all the different media platforms.
- CO5. **Apply** objectivity in business news reporting.
- CO6. **Assess** the various dynamics that govern business, finance and economy.

Course Description

Business reporting or business journalism is the process of coverage of all affairs concerning business, economy and finances. It concerns both the corporate and the government sector and is one of the most important pillars of journalism. Business reporting is extremely crucial to maintaining a healthy public discourse. Through this course, students will learn the finer nuances of business journalism.

Course Content

Unit 1: **5 Lecture Hours**

An Introduction to Business Journalism – Evolution of Business Journalism over the Ages – Understanding Basic Business, Economic and Financial Terms – Watershed Events in Global and Indian Economy.

Unit 2: **5 Lecture Hours**

Understanding the Corporate Structure – Reporting for the Stock Markets – Economy and Governmental Reporting.

Unit 3: **5 Lecture Hours**

Economic Policy Reportage – Being Good with Numbers – Gathering News: Formal and Informal Sources – Ethics in Business Journalism.

Unit 4: **5 Lecture Hours**

Presenting Business News – Understanding the Jargon – Understanding the Audience – Mantras for Business Journalists – Style Issues in Business Journalism – Legal Implications of Wrong Reportage.

Unit 5:**5 Lecture Hours**

What Makes Business News? – How Does One Separate a Business News Piece from a Business Non-Business News Piece?

Unit 6:**5 Lecture Hours**

Understanding Business Newspapers and News Channels in India and Abroad – Business Magazines – Online Business Portals – Speculative Economic and Business Reportage – Understanding the Drift of Business News.

Practical:**60 Lecture Hours**

1. Lessons on Understanding Basic Numbers and Mathematics for Business Reporting.
2. Lessons on Financial Organizations and Their Functioning.
3. Lessons on Crafting a Business News Story.
4. Lessons on Developing and Cultivating Business News Sources.
5. Lessons on Ethics for Business Reporting.
6. Lessons on Styles for Business News Reporting

Reference Books

1. Keith Hayes: *Business Journalism: How to Report on Business and Economics*.
2. Robert Reed and Glenn Lewin: *Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat*.
3. Terri Thompson: *Writing about Business – The New Knight-Bagehot Guide to Economics & Business Journalism*.
4. Chris Roush: *Show Me the Money: Writing Business and Economics Stories for Mass Communication*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Outline the basics of business news reporting.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Develop sources for business news stories.	PO1, PO3, PO4, PO5, PSO2, PSO3
CO3	Label the ethics of business news reporting.	PO3, PO4, PO5, PO11, PSO2, PSO4
CO4	Classify business news reporting for all the different media platforms.	PO1, PO2, PO3, PO4, PO5, PO11,

		PSO3, PSO4
CO5	Apply objectivity in business news reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3, PSO4
CO6	Assess the various dynamics that govern business, finance and economy.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12


		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Business Reporting	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Business Reporting Program: M.A. (JOURNALISM) Semester: ODD 2022-23		Time: 03 Hrs. Max. Marks: 40	
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Summarize the evolution of Business Journalism over the Ages.	U	CO1
2	Explain the sources for business news reporting.	U	CO2
3	What are the mantras for Business Journalists?	R	CO4
4	What are the elements of reporting for the Stock Markets?	R	CO3
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the legal implications of wrong reportage.	E	CO4
6	Analyse the watershed events in Indian Economy.	An	CO1
7	How does one separate a business news piece from a non-business news piece?	R	CO5
Section C is Compulsory (8)			
8	Build a business report on the impact of Demonetisation on the Indian Economy.	Ap	CO6

ADAMAS UNIVERSITY
M.A. (Journalism)
SEMESTER – IV

	Development Communication	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	A Basic Understanding of Economics				
Co-requisites	--				

Course Objectives

1. To administer the various intricacies of development news reporting.
2. To understand the ethics of development reporting.
3. To analyse development issues, particularly in the Indian perspective.
4. To assess the objectivity of developmental news reporting.
5. To understand the various dynamics to develop and cultivate sources for development reporting.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the importance of development reporting.
- CO2. **Outline** the present trends in development reporting.
- CO3. **Apply** development issues, particularly in the Indian perspective.
- CO4. **Classify** the early Indian experiments in development communication.
- CO5. **Summarize** how to develop and cultivate sources for development reporting.
- CO6. **Assess** ethics in development news reporting.

Course Description

Development reporting involves writing programmes and policies resulting in economic change, social programmes and community feelings and reactions to programme and change. Moreover, as development takes place, numerous new issues are thrown up which become controversial and assume the shapes of agitation and protests. As a developmental reporter, one will be required to help in creating awareness about these developmental issues. The main task will involve informing readers, listeners, and viewers about the various plans, programmes, schemes and projects drawn up by government and different government agencies. Students will get exposure to explore this field of reporting through this course.

Course Content

Unit 1: 5 Lecture Hours

Development Communication: Definition, Origin – Role of Media in Development Communication – Strategies in Development Communication – Case Studies and Experience – Development News Reporting.

Unit 2: 5 Lecture Hours

Models of Development: Alternative Models of Development: Small is Beautiful (Schumacher), Dominant Paradigm: WW Rostow's Theory, Empathy and Multiplier Effect – Dependency Theory: Critique of Dominant Paradigm.

Unit 3: 5 Lecture Hours

Diffusion of Innovation, Models in Agricultural Communication – Case Studies of Communication – Support to Agriculture – Writing Agricultural News Stories.

Unit 4: 5 Lecture Hours

Development Theories and the Indian Experience – Theories of Development Communication: Mass Media and Modernization, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm – Media and National Development – Alternative Approaches to Development Communication: Participatory Development Communication (Paulo Freire, Miguel Sabido) – Case Study from Developing Countries with Special Emphasis on India.

Unit 5: 5 Lecture Hours

Writing Development Stories in Areas like Family Welfare – Health – Education – Environment and Development.

Unit 6: 5 Lecture Hours

Writing Development Messages for Rural Audience; Specific Requirements for Writing Development Stories for Media like Newspapers, Magazines, Radio, Television and Internet.

Practical: 60 Lecture Hours

1. Lessons on Development News Reporting.
2. Lessons on Developing and Cultivating Sources for Development News Stories.
3. Lessons on Development News Reporting for Print.
4. Lessons on Development News Reporting for Television.
5. Lessons on Development News Reporting for Radio.
6. Lessons on Development News Reporting for Multimedia, Web and Mobile.

Reference Books

1. *Communication for Development in Third World* – Srinivas R. Melkata
2. *India's Information Revolution* – M. Rogers and Ana Aravind Singhal.
3. *Design and Development Message* – Bella Modi.
4. *Development Communication* – Uma Narula.
5. *Interdependent Development* – Harold Brookfield.
6. *Diffusion of Innovations* – Everett M Roger.
7. *Folk Media for Development* - N. Usha Rani.
8. *Community Radio* – M. Abdul Rehman Pasha.
9. *The Eighteenth Elephant* – Ishwar Daitota.
10. *Development Communication in Practice: India and the Millennium Development Goals*,
11. J.V. Vilanilam, Sage, New Delhi, 2009.
12. *Communication and Development in India: A Sociological Perspective*, Dhanraj A. Patil, Amar M. Dhere & Chandrashekar B. Pawar, Rajat Publications, New Delhi, 2010
13. *Culture, Communication and Social Change*, P. C. Joshi, Vikas Publishing House, New Delhi, 1989.
14. *International Communications: Continuity and Change*, Daya Krishna Thussu, Arnold Publishers, London, 2000.
15. *Indian Media in a Globalised World*, Maya Ranganathan and Usha M. Rodrigues, Sage, New Delhi, 2010.
16. *Development Communication: What Next? An Agenda for the Press*, DVR Murthy, Kanishka Publishers, New Delhi, 2006.

**Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme**

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the importance of development reporting.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO2, PSO3, PSO4
CO2	Outline the present trends in development reporting.	PO1, PO3, PO4, PO5, PSO2, PSO3
CO3	Apply development issues, particularly in the Indian perspective.	PO3, PO4, PO5, PO11, PSO3, PSO4
CO4	Classify the early Indian experiments in development communication.	PO1, PO2, PO3, PO4, PO5, PO11, PSO2, PSO4
CO5	Summarize how to develop and cultivate sources for development reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11
CO6	Assess ethics in development news reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

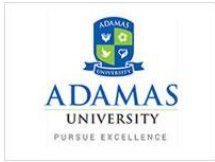
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Development Communication	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Development Communication			
Program: M.A. (JOURNALISM) Semester: EVEN 2022-23	Time: 03 Hrs. Max. Marks: 40		
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Explain the role of media in development communication.	U	CO1
2	Explain the alternative models of development in brief.	U	CO2
3	Interpret a case study of communication?	U	CO3
4	What is media and national development?	R	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the dominant paradigm.	E	CO2
6	Build a development message for rural audience.	Ap	CO6
7	Outline a case study of development reporting.	U	CO5
Section C is Compulsory (8)			
8	Build a development report based on an Indian case study.	Ap	CO4

	Sports & Entertainment Reporting	L	T	P	C
Version 1.0		1	1	4	4
Pre-Requisites/Exposure	Basic Knowledge of Sports and Entertainment				
Co-Requisites	--				

Course Objectives

1. To administer the various intricacies of sports and entertainment news reporting.
2. To understand the ethics of sports and entertainment reporting.
3. To analyse sports and entertainment issues, particularly in the Indian perspective.
4. To assess the objectivity of sports and entertainment news reporting.
5. To understand the various dynamics to develop and cultivate sources for sports and entertainment.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** sports reporting as a distinct reporting beat.
- CO2. **Outline** the various intricacies of sports journalism.
- CO3. **Demonstrate** entertainment as a distinct reporting beat.
- CO4. **Analyse** the various intricacies of entertainment journalism.
- CO5. **Assess** how to develop sources for sports and entertainment reporting.
- CO6. **Classify** ethical considerations in sports and entertainment reporting.

Course Description

Sports journalism is a form of writing that reports on matters pertaining to sporting topics and competitions. Sports Journalism started in the early 1800s when it was targeted to the social elite and has transitioned into an integral part of the news business with newspapers having dedicated sports sections.

Entertainment journalism is any form of journalism that focuses on popular culture and the entertainment business and its products. Like fashion journalism, entertainment journalism covers industry-specific news while targeting general audiences beyond those working in the industry itself. Common forms include lifestyle, television and film, theatre music, video game, and celebrity coverage.

Students will get to explore intricacies of these reporting beats through this course.

Course Content

Unit 1:

5 Lecture Hours

Reporting Sports: A Different Dimension Altogether – Need to be Analytical – Interpretative Reporting – Latest Trends in Sports Reporting – What to Report – The Role of Experts and Columnists.

Unit 2: 5 Lecture Hours

Reporting Sports: Differences and Similarities with Other Reporting – How to Report Results: Dos and Don'ts – Deadline Pressure – Covering Late Night Events – Developing Sources – Advances – Match Reports – Reviews and Follow Ups – Sports Features – Post-Match Interviews – Special Interviews.

Unit 3: 5 Lecture Hours

Sports Writing for Print, Online and Multimedia – News Alerts for Mobiles – Fanzines – Matchday Magazines – Sports Books – Sports Blogs – Writing from Press Releases – Importance of Knowing and Understanding a Game – Research and Background Information – Importance of Statistics – Official Records and History.

Unit 4: 5 Lecture Hours

Reporting Entertainment – Page 3 Reporting – Various Elements of Entertainment Reporting.

Unit 5: 5 Lecture Hours

Writing Reviews on Films and Books – Ethical Considerations in Writing on Films and Books.

Unit 6: 5 Lecture Hours

Fashion Reporting – Various Aspects of Fashion Reporting – Covering Celebrities – Interviewing Celebrities – Reporting on Theater and Drama – Drama Criticism.

Practical: 60 Lecture Hours

1. Lessons on Field Sports Reporting.
2. Lessons on Sports Commentary.
3. Lessons on Field Entertainment Reporting.
4. Lessons on Field Fashion Reporting.

Reference Books

1. Joe Gisondi: *Field Guide to Covering Sports*.
2. Ben Falk: *Entertainment Journalism: Making It Your Career*.
3. Kathryn T. Stofer, James R. Schaffer and Brian A. Rosenthal: *Sports Journalism: An Introduction to Reporting and Writing*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label sports reporting as a distinct reporting beat.	PO1, PO3, PO4, PO8,

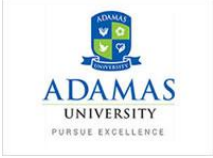
		PO10, PSO2, PSO3, PSO4
CO2	Outline the various intricacies of sports journalism.	PO1, PO3, PO4, PO5, PSO1, PSO2
CO3	Demonstrate entertainment as a distinct reporting beat.	PO3, PO4, PO5, PO11, PSO3, PSO4
CO4	Analyse the various intricacies of entertainment journalism.	PO1, PO2, PO3, PO4, PO5, PO11, PSO2, PSO3
CO5	Assess how to develop sources for sports and entertainment reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO4
CO6	Classify ethical considerations in sports and entertainment reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Sports & Entertainment Reporting	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped
3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Sports & Entertainment Reporting Program: M.A. (JOURNALISM) Semester: EVEN 2022-23			
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).		Time: 03 Hrs. Max. Marks: 40	
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define interpretative reporting in sports journalism.	R	CO1
2	Explain the Do's and Don'ts of sports journalism.	U	CO2
3	What are Fanzines? Explain with examples.	R	CO3
4	What is Drama Criticism?	R	CO6
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the latest trends in sports reporting.	E	CO1
6	Analyse the various elements of entertainment reporting.	An	CO4
7	Assess Page 3 reporting.	E	CO5
Section C is Compulsory (8)			
8	Build an entertainment report on a celebrity's life.	Ap	CO4

HJM23075	Advertising	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. The course aims to prepare students to understand the necessities of advertisement to make it prominent and effective.
2. To prepare the learners with the metrics of advertising research
3. It seeks to deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

Course Outcomes

On completion of this course, the students will be able to

CO1: Develop their sense of analyzing a piece of an advertisement from a critical point of view.

CO2: Manage to understand the need and nature of consumer.

CO3: Understand the changing nature of the market.

CO4: Conduct necessary research to execute a successful advertisement campaign.

Catalogue Description

Advertising is one of the courses in the postgraduate program of M.A. which trains the students to understand the advertisement industry and how to apply techniques in the market to benefit the company or the industry. Since the market is becoming very competitive, the demand for advertising managers has increased. Every company is employees to boost their skills with advertising management. Besides this, there are some sectors that run only on the basis of advertising and always aim for some good marketing strategies to rank ahead of other companies. Candidates who are creative and good at creating advertisements may apply for this program.

The Advertising Management course will provide knowledge about the theoretical concepts of advertising.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies
- Personal Business

Course Content

Unit I

(10 Lecture Hours)

Advertising Fundamentals: Definition of Advertising – Features of advertising – Objectives of advertising – Importance of advertising – Types of Advertising: Consumer, Business Advertising, Commercial vs Social Advertising, Corporate Advertising – Surrogate Advertising: Surrogacy vs. Sabotage – Action vs Awareness Advertising – Active participation in advertising – Advertising in the marketing mix, Advertising, and society.

Unit II

(10 Lecture Hours)

Advertising industry: Advertising agency – Economic, social, ethical, and regulatory aspects of advertising – Demand creation role of advertiser (primary and secondary demand)

Understanding Consumer: Target audience – Demographic, Psychographic, Behavioral, and Geographic Profile.

Unit III

(10 Lecture Hours)

Advertising Theories and Models: The DAGMAR Model – The AIDA Model – Ehrenberg Model – The DRIP Model – Lavidge and Steiner Model – Maslow's Hierarchy of Needs – PLC Model – VIPS Model

Advertising Appeals: Importance of advertising appeal – Types of Appeal

Unit IV

(10 Lecture Hours)

Brand Management & Branding Strategies: Definitions – Brands and Brand Management – Brand Positioning- Types of Brand Strategies – Brand Extensions and Product Extension – Branding across Geographies.

Brand positioning: choice of context, parity and differentiation.

Repositioning brand equity: brand assets and liabilities, equity creation and management

Unit V (10 Lecture Hours)

Advertising research: Research in Advertising research – Qualitative and Quantitative analysis in advertising, Advertising campaigning strategy (CPT analysis)

Sales and marketing: SWOT(C) analysis, marketing, and sales promotion, Unique Selling Proposition, consumer behavior;

Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Semiotic analysis of advertisements: Analysis through case studies

Unit VI (10 Lecture Hours)

Advertising creativity: Copywriting – Understanding Print, Television, Radio, and Online advertising.

Copy Elements: Headline, Subhead, Body Copy, Logos & Slogans.

Layout: Definition, Steps & its Importance; Principles of a good layout

Text Books:

1. Ogilvy advertising Ogilvy on Advertising by Devid Ogilvy
2. Pandeymonium: Piyush Pandey On Advertising by Piyush Pandey
3. Strategic Brand Management by Kevin L. Keller

Reference Books:

1. The Psychology of Advertising: 3rd Edition by Bob M. Fennis
2. Managing Brand Equity by David Aaker
3. Media Analysis Techniques by Arthur Berger
4. The Anatomy of Humbug: How to Think Differently about Advertising by Paul Feldwick
5. Brand Gap by Martin Neumeier
6. Best Practice Cases in Branding, 3rd Edition by Kevin Keller

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Data Journalism & Visualization	L	T	P	C
Version 1.0		2	0	4	4
Pre-Requisites/Exposure	Basic Knowledge about Numbers and Data				
Co-Requisites	--				

Course Objectives

1. To administer the various intricacies of data journalism and visualization.
2. To understand the ethics of data journalism.
3. To analyse academic research as a source for data stories.
4. To assess the objectivity of various tools of data journalism.
5. To understand the various dynamics of fundamental data analysis methods.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** data journalism as an emerging area.
- CO2. **Outline** the various tools of data journalism.
- CO3. **Demonstrate** data visualization.
- CO4. **Classify** academic research as a source for data stories.
- CO5. **Assess** fundamental data analysis methods.
- CO6. **Apply** ethical parameters in data journalism.

Course Description

Data journalism is a type of journalism reflecting the increased role that numerical data is used in the production and distribution of information in the digital era. It reflects the increased interaction between content producers (journalists) and several other fields such as design, computer science and statistics. Data journalism is a way of enhancing reporting and news writing with the use and examination of statistics in order to provide a deeper insight into a news story and to highlight relevant data. One trend in the digital era of journalism has been to disseminate information to the public via interactive online content through data visualization tools such as tables, graphs, maps, infographics, microsites, and visual worlds. This niche area of specialisation taught through this course will make students market ready in true sense.

Course Content

Unit 1: Introduction to Data Journalism

How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories

Practice: Scraping and Cleaning

Scraping PDFS, Scraping websites, Cleaning in Excel, : Cleaning in Open-Refine

Unit 2:

5 Lecture Hours

Unit 2: From Data to Stories

Common Data Formats, : Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets

Practice: Analysis

Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging and formulas

Unit 3: Understanding Data

Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy

Unit 4: Visualization

Visualization 1: DataWrapper, Visualization 2:Pictochart, Visualization 3 Tableau, Visualization 4: Mapping CARTO, Visualization 5:Tableau Public, Visualisation 6: Tableau Public Dashboards

Unit 5: Data Visualization

Purpose of Data Visualization, Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualization, Visual Storytelling

Practice:**60 Lecture Hours**

1. Lessons on Excel Basics.
2. Lessons on Analytical Tools in Excel; Pivot Tables.
3. Lessons on Acquiring Data from Websites and PDFs (Tableau, Cometdocs).
4. Lessons on Finding and Repairing Mistakes with Excel and Open Refine.
5. Lessons on SQL Basics in Access.
6. Lessons on Joining Databases in Access.

Unit 6: Data-Driven Stories

Reaching your Audience, Data Driven Interviews, Anatomy of a Data Story, Data-Driven Leads, Data-Driven Writing, Solution Journalism, Summarizing data for news audiences

Reference Books

1. Jonathan Gray, Lucy Chambers and Liliana Bounegru: *The Data Journalism Handbook:How Journalists Can Use Data to Improve the News*.
2. Ronald Peikert, Helwig Hauser, Hamish Carr and Raphael Fuchs: *Topological Methods in Data Analysis and Visualization II: Theory, Algorithms, and Applications(Mathematics and Visualization)*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

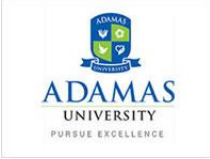
Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label data journalism as an emerging area.	PO1, PO3,

		PO4, PO8, PO10, PSO1
C02	Outline the various tools of data journalism.	PO1, PO3, PO4, PO5, PSO2, PSO3
C03	Demonstrate data visualization.	PO3, PO4, PO5, PO11, PSO2, PSO4
C04	Classify academic research as a source for data stories.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
C05	Assess fundamental data analysis methods.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3, PSO4
C06	Apply ethical parameters in data journalism.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Data Journalism & Visualization	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: Data Journalism & Visualization Program: M.A.(JOURNALISM) Semester: EVEN 2022-23			
Time: 03 Hrs. Max. Marks: 40			
Instructions: Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the importance of critical thinking.	R	CO1
2	Explain the challenges with data.	U	CO2
3	What is data visualization in journalism practice.	R	CO3
4	What is interpreting academic research? Explain with examples.	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the ethical issues in data journalism.	E	CO5
6	Analyse the application of Artificial Intelligence (AI) on journalism.	An	CO6
7	Extend economic and business data.	U	CO5
Section C is Compulsory (8)			
8	Build an article based on data visualisation through a poll survey on Assembly Elections with college students.	Ap	CO2

HJM21076	Development Communication	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic knowledge of communication				
Co-Requisites					

Objectives

1. To know the history of Indian politics and Indian economy.
2. To understand Indian political economy as a distinct field of study.
3. To understand the meaning of development.
4. To comprehend the significance of development communication as a distinct field under the broader domain of communication.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Define the field of development communication.
- CO2. Describe the Indian economic system.
- CO3. Outline idea of how the Indian state functions.
- CO4. Apply the knowledge of influence the media exerts on the economy.
- CO5. Assess the socio-political background of contemporary India.
- CO6. Predict the role of NGOs in ensuring economic equity in India.

Catalog Description

Development Communication as a course introduces the students to political economy and the socialist economic reforms in India. Explaining economic liberalization in India, the module makes them able to critically analyses the concepts like liberalization, privatization and globalization and development communication. This course focuses on imparting practical skills through workshops and lectures. The workshops will impart the students with the required skills in communication tools and techniques facilitating development.

Course Content

Unit I: 10 Lecture Hours

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development,

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm,

Unit-2 10 Lecture Hours

Basic needs model: Nehruvian model, Gandhian model, Decentralization and Panchayati Raj, Developing countries versus developed countries, UN Millennial Development goals and Sustainable Development Goals; Models of Development Communication – Diffusion of Innovation, Empathy, Magic Multiplier, Alternative Dev Comm. Approaches: Participatory

HJM21076 Development Communication L T P C

Version 1.0 3 1 0 4

Pre-Requisites/Exposure Basic knowledge of communication

Co-Requisites -

Development, Inclusive Development, Gender and development, Development Support Communication; Communication for Social Change.

Unit-3 10 Lecture Hours

Role of media in development, Mass Media as A Tool for Development, Comparative Study of Pre And Post-Liberalization Eras; Community Media and Development; Role of Folk Media in Development Communication; New Media and Development Communication; Role of development agencies and NGOs in development communication- Case Study of PARI,

Unit-4 10 Lecture Hours

Integration of Government Programmes in Development: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; ICT for Development Support Communication in India- Communicating Sustainable Development Goals and developing campaigns.

Reference books

1. Arvind Singhal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts.

2. J V Vilanilam: Development Communication in Practice, India and the Millennium

Development Goals. Sage. 2009.

3. K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.

4. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,)BRPC: New Delhi. 2009.

5. Melkote Srinivas R., H. Leslie Steeves. Communication for Development in the Third World:

26 Theory and Practice for Empowerment: Sage. 2001

6. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.

7. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India.

Southern Illinois University Press, 1986

8. Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004.

9. K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.

10. Dipankar Sinha: Development Communication, Contexts for the 21st Century; Orient Black swan

	Dissertation	L	T	P	C
Version 1.0		0	4	0	4
Pre-Requisites/Exposure	Basic Knowledge of Research				
Co-Requisites	-				

Course Objectives

1. To administer the various intricacies of communication research and eventual thesis writing.
2. To understand how to conduct media research studies.
3. To analyse various technicalities involved in the communication and media research.
4. To assess the objectivity of media and communication research.
5. To understand the various dynamics of research tools.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the drift of communication and media research.
- CO2. **Outline** communication and media research as the most important part of media studies.
- CO3. **Demonstrate** the various technicalities involved in communication and media research.
- CO4. **Apply** the ways and means to do communication and media research.
- CO5. **Classify** the changing content needs of research.
- CO6. **Assess** the different research tools.

Course Description

In the first two weeks of the semester, the teacher concerned will revise the elements of research and major research methodologies.

Next two weeks, learners will be guided to undertake an extensive review of literature to decide on their research topics in accordance with their research interests. In the next three weeks, learners will be trained to focus on the topic on the basis of the review of literature and to identify the research gaps. The research gaps will be used to frame the research problem. Once the research problem has been identified, they have to go back to library for another round of exploration of relevant thesis through available e-resources to look for a valid research methodology preferably.

Then, they will be trained to apply appropriate sample size or appropriate qualitative methodologies depending on the topic for next two weeks.

Following one week will be used for pre-test or applying chosen research method on the sample to explore the effectiveness of the research method.

Thereafter, the learners will be asked to complete data collection, tabulation and thesis writing.

Reference Books

1. Roger D. Wimmer and Joseph R. Dominick: *Mass Media Research: An Introduction*.
2. Arunangshu Giri and Debasish Biswas: *Research Methodology for Social Sciences*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the drift of communication and media research.	PO1, PO3, PO4, PO8, PO10, PSO2, PSO3
CO2	Outline communication and media research as the most important part of media studies.	PO1, PO3, PO4, PO5, PSO1, PSO4
CO3	Demonstrate the various technicalities involved in communication and media research.	PO3, PO4, PO5, PO11, PSO2, PSO3
CO4	Apply the ways and means to do communication and media research.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
CO5	Classify the changing content needs of research.	PO1, PO2, PO3, PO4, PO5, PO8,

		PO10, PO11, PSO2
CO6	Assess the different research tools.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Dissertation	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

	Film Studies	L	T	P	C
Version1.0		3	1	0	4
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

4. The course aims to prepare students to understand visual images and how it transformed from still to motion picture
5. To demonstrate the structural elements of films
6. To demonstrate and make students understand the evolution of cinema through its historical, political and technological advancement
7. To demonstrate various theories and styles that has contributed to the understanding of cinema.

Course Outcomes

On completion of this course, the students will be able to

CO1: Develop a sense of cinema as a modern artform.

CO2: Develop an understanding of the processes and theories that contribute to cinema.

CO3: Develop an understanding of how cinema's history and techniques are unique and have a language of its own.

CO4: Develop an understanding of some of historical, socio-political and cultural ramifications of cinema

Catalogue Description

This module introduces students to a brief history of cinema (Global and Indian Perspectives), the development of cinema as a distinct art form and what influence the

other art forms have on cinema. The module Explains the language of cinema and fundamental cinematic terminologies. Also the students get to know how cinema is a tool for social change. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of films. Workshops will be conducted where the learners will learn the intricacies of cinema.

Course Content

Unit I (10 Lecture Hours)

Basic Aspects of Cinema:

Voyeurism, Mise en Scene, Time & Space, Scales of Shots, Transitions

Unit II (10 Lecture Hours)

Film Theory

Marxist Film Theory: Marxism, Film and Film Studies by Mike Wayne

Feminist Film Theory - Visual Pleasure and Narrative Cinema by Laura Mulvey

Unit III (10 Lecture Hours)

Cinema before WWII

Early Cinema - Lumeire Brothers, Geogre Melies. Transitional Forms.

Classical Hollywood Cinema - Genres, Studio System, Aesthetic Paradigms. Charlie Chaplin, Orson Welles, Alfred Hitchcock. Introduction to New Hollywood.

Avante Garde Cinema: Surrealism and Psychoanalysis Dali and Bunuel's *Un Chien Andalou*

Marxism and Soviet Montage: Sergei Eisenstein, Dziga Vertov. Eisenstein's *Battleship Potemkin*, *Strike*, Vertov's *Man With the Movie Camera*

Unit IV

(10 Lecture Hours)

Cinema after WWII

Italian Neo Realism - Ten points, Historical and Political context. Vittorio De Sica: *Bicycle Thief*

French New Wave - The Concept of Auteur, Primacy of Mise en Scene - First New Wave, Second New Wave. Cahiers du Cinema and its impact. Jean Luc Godard, Francois Truffaut, Eric Rohmer, Claude Chabrol, Jacques Rivette, Alain Resnais. Films: 400 Blows, Breathless, Pierrot le Fou

Post-War Japanese Cinema: Ozu, Kurosawa, Mizoguchi (any one)

Unit V

(10 Lecture Hours)

Introducing Indian Cinemas

Early Films of India: Bhatvadekar, Baburao Painter, Hiralal Sen, Dadasaheb Phalke. Empire Cinema. Studio Social and IPTA. Indian Nationalism and Cinema in Hindi. Hindi Transitional Cinema. New Cinema Movement - Mrinal Sen, Shyam Benegal, Govind Nihalani, M.S. Sathyu, Adoor Gopalakrishnan, Rise of Amitabh Bachchan and Angry Young Man, Globalisation and Bollywood.

Masters of Indian Cinema: Satyajit Ray, Ritwick Ghatak

Unit VI

(10 Lecture Hours)

Advertising creativity: Copywriting –Understanding Print, Television, Radio, and Online advertising.

Copy Elements: Headline, Subhead, Body Copy, Logos & Slogans.

Layout: Definition, Steps & its Importance; Principles of a good layout

Text Books:

4. Ogilvy advertising Ogilvy on Advertising by Devid Ogilvy
5. Pandeymonium: Piyush Pandey On Advertising by Piyush Pandey
6. Strategic Brand Management by Kevin L. Keller

Reference Books:

1. Renu Saran: History of Indian Cinema
2. Geoffrey Nowell-Smith: The Oxford History of World Cinema
3. Bill Nichols: Engaging Cinema: An Introduction to Film Studies
4. Alain Badiou: Cinema
5. Mark Cousins: The Story of Film
6. Satyajit Ray: Deep Focus: Reflections on Cinema
7. Ian Haydn Smith: 1001 Movies You Must See Before You Die
8. Isolde Standish: A New History of Japanese Cinema: A Century of Narrative Film
9. Anthony Leong: Korean Cinema: The New Hong Kong
10. Paul A. Schroeder Rodríguez: Latin American Cinema: A Comparative History
11. Catherine Fowler: European Cinema Reader
12. Peter Kenez: Cinema and Soviet Society: From the Revolution to the Death of Stalin (KINO - The Russian Cinema)
13. Selvaraj Velayutham and Sharmistha Gooptu: Bengali Cinema: 'AnOther Nation' (Routledge Contemporary South Asia Series)
14. Tamil Cinema: The Cultural Politics of India's other Film Industry (Media, Culture and Social Change in Asia Series)
15. Syd Field: Screenplay: The Foundations of Screenwriting
16. Neo Monefa: SCREENPLAY: The Ultimate Step by Step Tutorial for Screenwriting Made Easy (Screenplay Guide- How to Write a Screenplay- Screenplay Format- The Foundations of Screenwriting)
17. Neelam Sidhar Wright: Bollywood and Postmodernism: Popular Indian Cinema in the 21st Century
18. David Hopkins: Dada and Surrealism: A Very Short Introduction (Very Short Introductions)
19. Michael Richardson: Surrealism and Cinema
20. Cristina Degli-Esposti: Postmodernism in the Cinema

	Public Relations	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic Understanding of Group/Public Communication				
Co-Requisites	-				

Course Objectives

1. To develop a thorough understanding of designing, planning and execution of public relations and corporate communication strategies with measurable communication objectives.
2. To implement internal and external communication programmes by selecting a mix of strategies, tactics, tools and resources to achieve desired organizational goals.
3. To protect organizational reputation during a crisis by effective implementation of crisis communication.
4. To leverage corporate identity programs and initiatives for effective brand management.
5. To practice and leverage informed and data-based decision-making in personal and professional arenas.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the intricacies of Public Relations (PR) and Corporate Communication (CC) in the real world to achieve organisational goals.

CO2. **Demonstrate** strategies to execute Public Relations (PR) and Corporate Communication (CC) campaigns and initiatives.

CO3. **Utilize** the knowledge of Corporate Communication (CC) in corporate brand management and creating lasting organizational and brand image.

CO4. **Analyze** and implement corporate communication programmes and effectively partnering media organizations.

Catalogue Description

Public Relations (PR) is crucial irrespective of the size of an organization, small, medium or large. Public Relations and more specifically Reputation Management ensure that the stakeholders view the organization more positively.

One of the ways to engage stakeholders is to converse in a way that they understand, appreciate and treasure. Corporate Communication by continuously scanning the internal and external environments of an organization helps the organization and the brand find a niche amidst ever-changing social, political and economic dynamics.

Corporate Communication guides an organization to create a unique positioning in the psychographics of the target audience by implementing various strategies and tactics. Hence, understanding the media environment, ethical standards, tools and technology are indeed extremely crucial for its practitioners.

PR and Corporate Communication students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Copywriter
- Business Communicator
- Investor Relations Executive
- Fundraiser
- Public Relations Executive
- Public Information Officer
- Marketing Coordinator
- Direct marketing executive
- Account executive
- Employee relations executive

- Events coordinator
- Researcher
- Counsellor
- Media relations executive
- Marketing communication specialists
- Freelance writer
- Strategic planner
- Public affairs

Course Content

Unit I: 10 Lecture Hours

Fundamentals of Public Relations: 1. Defining Public 2. Models in PR- Press Agency Model, Personal Influence, Public Information, Two Way Symmetrical, Two Way Assymetrical 3. Terminologies in Public Relations 4. Function of Public Relations Agencies 5. Public Relation Tools

Public Relations Content: 1. Content Writing 2. Press Release Writing 3. Media Invite, Pitch Notes, 4. Making Content for house journals, video magazine idea boxes, open houses, brainstorming sessions, clubs, and extra-curricular activities 3. Hands-on skills in editing and production.

Unit II: 10 Lecture Hours

Crisis Communication: 1. Defining conflict 2. Defining disasters, various kinds of disasters 3. Role and scope of corporate communication in damage salvage 4. Use of media in times of crisis 5. Case studies in conflict resolution and crisis handling.

Corporate Social Responsibility: 1. Defining CSR 2. Role, scope, and need for CSR 3. CSR and image management 4. Case studies in CSR.

Unit III: 10 Lecture Hours

Understanding Organizational Communication: 1. Defining the structure of an organization 2. Various kinds of organizations 3. Management hierarchy 4. Various kinds of communication in an organization 5. Role and scope of corporate communication 6. PR agency management.

Unit IV:**10 Lecture Hours**

Types of Public Relations: 1. Government Public Relations Vs Public Relations in Corporate Sector 2. Introduction to Image Consultancy 3. Reputation Building 4. Technology in Public Relations 5. Political, Financial PR

Unit V:10 Lecture Hours

Corporate Identity and Corporate Brand Management: 1. Defining corporate identity 2. Integrating corporate identity into communication process 3. Making of house styles- the wherewithal 4. Case studies in corporate identity 5. Definition and role of corporate image 6. Corporate brand management Case Studies: The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics

Unit VI:**10 Lecture Hours**

Public Relations Campaigns: 1. Lobbying 2. PR and Events 3. Integrated Marketing Communication 4. Press Conference Management 5. PR Documentation and reports 6. Non Media Tools in PR

Hands- on work (To be distributed among units, as applicable)

1. Lessons on PR and Corporate Communication campaigns.
2. Lessons on Internal Communication tools.
3. Lessons on interface of PR/CC with other management disciplines.
2. Lessons on strategic thinking in PR/CC.
3. Lessons on Corporate Identity.
4. Lessons on PR/CC case studies.

Reference Books

1. Richard R Dolphin: *The Fundamentals of Corporate Communication*, Butterworth Heinmann
2. Donald R G: *Corporate Reputation*. London: Kogan page
3. Tom Means: *Business communication*. Thomson
4. Pitman Jackson: *Corporate Communication for Managers*. Pitman Publishing
5. Paul Argentli Paul: *The Power of Corporate Communication*. NY: McGraw Hill

6. Clow E Kenneth. *Integrated Advertising, Promotion and Marketing Communication*. New Jersey, Prentice Hall
7. Jaishri N Jethwaney: *Public Relations*. ND: Sterling
8. Kutlip Centre & Broom. *Effective Public Relations*. Prentice Hall, New Delhi
9. Sukul Lomash & P.K. Mishra: *Business Policy and Strategic Management*. Vidya Vikash Publishing house, New Delhi
10. H.R. Machiraju: *Indian Financial System*. Vidya Vikash Publishing house, Delhi
11. Neeru Vashishth & Namita Rajput: *Business Organisation and Management*. Kitab Mahal, Allahabad, 2005
12. Charu Arora. *Indian Economy and Reforms*. Authors Press, New Delhi, 2008

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the intricacies of Public Relations (PR) and Corporate Communication (CC) in the real world to achieve organisational goals.	PO1, PO3, PO4, PO8, PO9, PO10, PSO3, PSO4
CO2	Demonstrate strategies to execute Public Relations (PR) and Corporate Communication (CC) campaigns and initiatives.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PSO2, PSO3, PSO4
CO3	Utilize the knowledge of Corporate Communication (CC) in corporate brand management and creating lasting organizational and brand image.	PO3, PO4, PO5, PO8, PO11, PSO1, PSO2, PSO3, PSO4
CO4	Analyze and implement corporate communication programmes and effectively partnering media	PO1, PO2, PO3, PO4,

	organizations.	PO5, PO11, PO 12, PSO1, PSO2, PSO3, PSO4
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		Knowledge of Communication	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
HCM 52103	Public Relations & Corporate Communication	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped



ADAMAS UNIVERSITY

CO – PO & PSO MAPPING

Name of the Programme: M.A.

Specialization: Journalism

Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
Media Theory	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Indian Political and Economic System	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Media Literacy	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Media Writing and Blogging	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Trans-media News	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Print Media Journalism	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

HJM51 113	Media Laws and Ethics	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HEM51 109	Soft Skills	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM51 202	Radio News Broadca sting	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3
HJM51 104	News Media Manage ment	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM51 106	News Media Revenue s	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM51 118	Communi cation Researc h	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM51 210	Comput er Skills & Design for News	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM51 212	Televisi on News Broadca sting	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 201	Digital News Media	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 203	MoJo & Converg ence News	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 205	Multime dia News Producti on	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

HJM52 207	Alternate & Community Media	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 209	Political Reporting	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 209	Business Reporting	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 202	Sci- Tech, Health & Defence Reporting	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 204	Develop- ment Reporting	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 206	Sports & Entertain- ment Reporting	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 208	Data Journalism & Visualiz- ation	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 110	Future of News Media	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
HJM52 712	Dissertat- ion	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Average of CO- PO Mapping		3	2	2.1	1.1	2.93	2.95	2	3	1.20	2.10	1.1	1.1	2.1	2.93	3	2.9