कार्यवृत्त

दिनांक 12/05/2022 को अपरान्ह 2 बजे विश्वविद्यालय के पत्रकारिता एवं जनसंचार विभाग में बोर्ड आफ स्टडीज की बैठक आनलाइन/आफ लाइन माध्यम से आहूत की गई। बैठक में निम्नांकित सदस्यगण उपस्थित रहे-

1. प्रो0 बी एस निगम, सदस्य
2. प्रो0 पवित्र श्रीवास्तव, सदस्य
3. प्रो0 सुबोध अग्निहोत्री, सदस्य
4. डॉ प्रशांत सिंह, सदस्य
5. डॉ उपेंद्र एन पाण्डेय, सदस्य
6. डॉ. जितेन्द्र डबराल आंतरिक सदस्य
7. डॉ ओमशंकर गुप्ता, आंतरिक सदस्य
8. डॉ विशाल शर्मा, आंतरिक सदस्य
9. डॉ रश्मि गौतम, आंतरिक सदस्य
10. डॉ योगेंद्र कुमार पाण्डेय, संयोजक

बैठक में पत्रकारिता एवं जनसंचार विभाग में सत्र 2022-23 से प्रारंभ नवीन पाठ्यक्रम एमए (डिजिटल जर्नलिज्म) तथा वर्तमान पाठ्यक्रम एमए(जेएमसी) को नई शिक्षा नीति 2020 के अंतर्गत परिवर्द्धित किया गया। इसमें-

1- प्रो0 बी एस निगम ने एमए (जेएमसी) पाठ्यक्रम में कंटेंट राइटिंग को द्वितीय से तृतीय सेमेस्टर में तथा डेवलेपमेंट कम्यूनिकेशन पेपर को तृतीय से द्वितीय सेमेस्टर में करने का सुझाव दिया, जिसे सर्वसम्मति से स्वीकार कर लिया गया।

2- डा. सुबोध अग्निहोत्री ने मीडिया रिसर्च में डेटा जर्नलिज्म को शामिल करने का प्रस्ताव दिया था, जिसे स्वीकार कर लिया गया।

3- डॉ. उपेन्द्र एन. पाण्डेय जी ने कहा कि कंटेंट राइटिंग का पेपर दूसरे या तीसरे सेमेस्टर में रखा जाये, जिसे स्वीकार कर लिया गया।

4- प्रो. पवित्र श्रीवास्तव ने भी इलेक्टेड पेपर में डेवलेपमेंट एंड सोसाइटी को शामिल करने के लिए कहा, जिसे जोड़ लिया गया।

5- प्रो. बी.एस. निगम का सुझाव था कि विभाग द्वारा एक नया पेपर तैयार किया जाये, जिससे अन्य विभाग के छात्र एनईपी-2020 के तहत अध्ययन के लिए चयनित कर सकें।

6- डॉ. प्रशांत सिंह ने एमए (डीजे) पाठ्यक्रम के चौथे सेमेस्टर में मीडिया एंड सोशल इश्यूज की जगह स्पेशलाइज्ड जर्नलिज्म जोड़ा जाये।

7- आंतरिक सदस्य डॉ. जितेन्द्र डबराल के सुझाव पर नया पेपर स्पेशलाइज्ड रिपोर्टिंग को जोड़ा गया।

8- प्रो. बी.एस. निगम ने सुझाव दिया कि प्रत्येक पाठ्यक्रम में अध्यादेश या पाठ्यक्रम विवरण में कोर्स आब्जेक्टिव और प्रोग्राम आउटकम जरूर शामिल करें, जिससे नैक आदि की प्रक्रिया में असुविधा न हो।

9- प्रो. पवित्र श्रीवास्तव ने कहा कि डिर्जटेशन को अध्यादेश में लाते हुए उसमें शोध निर्देशक के एलाटमेंट की दिशा निर्देश शामिल किया जाये तथा उस अध्यादेश

10- समिति के सभी सदस्यों ने सभी परास्नातक पाठ्यक्रमों को एनईपी-2020 के अनुसार एकमत से पास कर दिया।

11. बैठक में समिति ने विभाग द्वारा प्रस्तावित दो नये प्रमाण पत्र पाठ्यक्रमों सर्टिफिकेट इन सोशल मीडिया और सर्टिफिकेट इन टीवी जर्नलिज्म को सत्र 2022-23 के लिए पारित कर दिया। इसमें सदस्यों ने इन पाठ्यक्रमों कम से कम तीन पेपर और 12 क्रेडिट में करने का सुझाव दिया, जिसे मान लिया गया।

12- सर्टिफिकेट कोर्स में पात्रता की व्याख्या और उसे करने के बाद उससे मिलने वाले लाभ का भी जिक्र किया जाये।

13- बैठक में समिति के सभी सदस्यों ने एकमत से विभागाध्यक्ष को पाठ्यक्रम एवं अध्यादेश में किसी भी प्रकार के अति आवश्यक और जरूरी परिवर्तनों को करने का अधिकार प्रदान किया।

अंत में विभागाध्यक्ष डॉ. योगेंद्र कुमार पाण्डेय ने सभी सदस्यों को धन्यवाद ज्ञापित करते हुए बैठक समाप्ति की घोषणा की।

डॉ0 सुबोध अग्निहोत्री   डॉ उपेंद्र पाण्डेय   डॉ ओमशंकर गुप्ता   डॉ जितेन्द्र डबराल

डॉ योगेंद्र कुमार पाण्डेय

(संयोजक)

MA(DJ) 1st Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MADJ 101	Introduction to Communication	Core	4	75	25	100
MADJ 102	Understanding Language For Media	Core	4	75	25	100
MADJ 103	Computer Applications	Core	4	75	25	100
MADJ 104	Reporting and Editing	Core	4	75	25	100
MADJ 105	Practical/Viva		4	100	--	100
MADJ 106	Research Project		--	--	--	--
			20			500

MA (DJ) 2nd Semester

Paper code	Name of the paper	Type	Credit	External	Internal	Total
MADJ 201	Content Writing	Core	4	75	25	100
MADJ 202	Graphic Designing	Elective	4	75	25	100
MADJ 203	Development Communication					
MADJ 204	Media Laws and Ethics	Core	4	75	25	100
MADJ 205	Internet And Web Design	Core	4	75	25	100
MADJ 206	Practical/Viva		4	100	--	100,
MADJ 207	Research Project/ Internship		8	--	--	100
			28			600

MA (DJ) 3rd Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MADJ 301	Media Research	Core	4	75	25	100
MADJ 302	Podcasting and Productions	Core	4	75	25	100
MADJ 303	Digital Marketing	Core	4	75	25	100
MADJ 304	Digital Video Production	Elective	4	75	25	100
MADJ 305	Advertising					
MADJ 306	Practical/Viva		4	100	--	100
MADJ 307	Dissertation					
			20			500
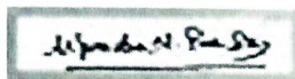
MA (DJ) 4th Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
MADJ 401	Writing For Web	Core	4	75	25	100
MADJ 402*	Photo Journalism	Elective	4	75	25	100
MADJ 403*	Media and Society	Elective	4	75	25	100
MADJ 404*	Public Relations in New Media	Elective	4	75	25	100
MADJ 405*	Specialised Reporting	Elective	4	75	25	100
MADJ 406	Dissertation		8			100
MADJ 407	Practical/Viva		4	100	--	100
			28			600

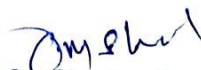*Note: Any three elective to be chosen

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
C.S.J.M. UNIVERSITY, KANPUR
SYLLABUS OF
MASTER OF ARTS (DIGITAL JOURNALISM)

Note---Each paper will be of 100 marks. 25 marks of each paper will be given through internal evaluation. The paper having only theoretical part will be of 75 marks.

1st Year (1st Sem.)

Paper- I (One)

INTRODUCTION TO COMMUNICATION	MADJ 101

THEORY   **MM 100**

Unit-1

Communication: Definitions, Concept, Elements, Need, Evolution of Communication Variables of communication-Different forms of communication Verbal, nonverbal, written communication

Unit-2

Communication process, Levels of communication -Intra-personal, inter-personal, group, mass media communication. Models: SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Dance, Schramm, Gerbner, Newcomb, convergent and gatekeeping, communication, and socialization. Brief introduction to communication theories. Magic Bullet Theory, Two-step flow. Limited Effects theory. Models of communication-Aristotle, Harold Laswell, David Berlo, Osgood, Frank Dance. Press theories- Authoritarian, Libertarian, Soviet Communist and Social Responsibility

Unit-3

Functions of communication, Surveillance Function, Correlation Function, Entertainment Function, Cultural Transmission, Status Conferral/ Conferment of Status, Enforcement of Norms, Dysfunctions of Mass Communication Communication and Research, market driven media content effects, skyvasion, cultural integration and cultural pollution
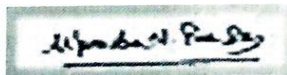
Unit-4

Development of Web Journalism, Origin History & Growth of Internet in India, Role of Internet as a tool of Communication, Internet Governance; Internet Engineering Task Force, Future of web journalism/cyber media, Digital Divide, Introduction to Mobile Media, Changing conceptions in Mobile Media.
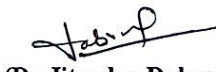
Suggested Books: Communication Technology: The New Media in Society by Everett M. Rogers

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(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

UNDERSTANDING LANGUAGE FOR MEDIA	MADJ 102

THEORY   **MM 100**

Unit-1

Introduction to Hindi and English Language for Media, Parts of Speech – A quick overview; Word Classes [Open and closed]; nouns –Kinds, Gender, Pronouns – Persons, Articles and Prepositions Verbs – Auxiliaries & Modals, Kinds regular & irregular, Tenses, aspects: Conjugation tables: Voices [Transformations and uses] Direct & Indirect [Reported] speech, Active and Passive voice

Unit-2

Conjunctions, linkers, Phrases & clauses, Words often confused, common errors – SV concord, degrees of comparison: adjectives & adverbs; idioms, Transformation of sentences: simple, compound and complex.

Unit-3

News and feature writing. Writing messages, e-mails and reports, Notices agenda and minutes Preparing outlines and writing summaries, making notes, Writing letters, Diaries, Instructions and Descriptions, Advertisements, Paragraph (Cohesion and Coherence), Paragraphs kinds and paragraph functions, Purpose of writing and audience awareness

Unit-4

Mechanics of writing, Common Errors: S V Agreement, consistency in Tensed, Auxiliaries, Modals & Punctuation, Reading Strategies, Skimming, Summarizing, and skipping, Information- transfer (from diagrams, tables, maps, charts etc. to text and via versa, Paragraphs, Developing ideas into paragraphs., Narrative, argumentative and descriptive. Citing sources and Bibliography.
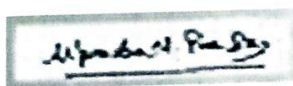
Suggested Books: Functional English 2019 Edition by Gajendra Singh. CENGAGE INDIA

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Paper- III (Three)

COMPUTER APPLICATIONS	MADJ 103

THEORY   **MM 100**

Unit-1

Computer: Definitions, Basic Applications of Computer, Components of Computer System Concept of Hardware and Software, Concept of computing, data and information, Applications of IECT, e-governance, Entertainment, Basics of Operating System, Understanding Word Processing, Spread Sheet, and Presentation slides.

Unit-2

Understanding the internet, its applications in media, Computer network fundamentals – cable, NIC, router, hub, bridge, gateway, types of networks, LAN, MAN, WAN, Static and dynamic websites and portals, Convergence of technologies, Convergence, and contemporary media. Web publishing – tools and applications.

Unit-3

Electronic and cyber media, Blogs– emerging online tools, Web newspapers, Blogs, and blog aggregator, Ethical issues in blogging and other internet writings, E-Commerce applications.
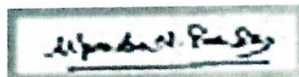
Unit-4

MS Access Concepts: Database, Relational Database, Integrity. Operations: Creating, dropping, manipulating table structure. Manipulation of Data: Query, Data Entry Form, Reports, MIS tools for internet management, Database management. Fake news & Fact Checking

Suggested Books : Introduction to Information Technology by V. Rajaraman,
Computer Fundamentals : Concepts, Systems & Applications by Priti Sinha, Pradeep K.Sinha

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(Dr Jitendra Dabral)   **(Dr Om Shankar Gupta)**   **(Dr Yogendra Kumar Pandey)**

Paper- IV (Four)

| REPORTING AND EDITING | MADJ 104 |

THEORY   **MM 100**

Unit-1

Reporters: Works & Qualities, Principles of Reporting, Lead Writing, Types of Leads, Characteristics of a News Report, Structure of News Report, Importance of Intro. Organizing The News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story, Qualities & Characteristics of Good Writing, Different Types of Reporting – Beat, Different Kinds of News Reports, Different Types of Stories: Follow-Up Stories, News Features, Developing Stories, Breaking News, Exclusive Stories and Scoops. News Sources: Types and importance.

Unit-2

Editing; Concept, Importance, Process; Guiding Principles of Editing, Types and Sources of News Copy, Editorial Department: Hierarchy, Functions of The Staff; Editor, News Editor, Chief Sub-Editor, Sub-Editors, Translators, Proof-readers Concept of News Desk and Distribution of Work. Preparation of Various Pages, News Flow and Co-Ordination of Copy, Practical Exercises for Editing. Headlines.

Unit 3

Feature: Concept, Objectives Difference between Feature and Essay, News Report, Editorial, Types of Features: Timeless Features News Feature, Columns, Vox Pop, Backgrounder. Photo Feature, Travelogues, Lifestyle, Interviews, Personality Sketch, Reviews, Agony Aunt, String of Pearls, Process of Feature Writing: Idea Generation, Data Collection, Data Processing, Writing of Feature, Structure of Feature Story, Lead and its Types, Use of Pictures and Graphics, Interviewing process for Features,
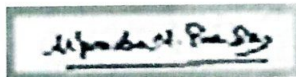
Unit-4

Edit Page- Content and Layout Editorials - Concept, Objectives, Language, Types, Style, Language, Process of Editorial Writing, Op Ed Page, Letters to The Editor, Articles, Interviews, Religious Features, Significance and Content. Editing of Special Pages. Concept of Design and Layout, Elements of Design, Types of Layout of Various Pages, Editing Techniques to Add Variety, Use of Photos and Graphics.
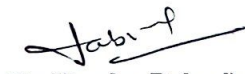
Suggested Books : Reporting and Editing Process by Winterson David

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Paper- V (Five)

PRACTICAL/VIVA	MADJ 105

MM -100

Project work file related each paper as per directed by subject teacher

1. Writing Journalistic Issues
2. Information Technology
3. Reporting: Concept And Practice

Paper- VI (SIX)

RESEARCH PROJECT	MADJ 106

5 News reporting on various beats

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Paper- I (One)

| Content Writing | MADJ 201 |

THEORY   MM 100

Unit-1

Introduction and Significance of Issues, Significance of Issues Based, Idea, Ideology and Media, Formats of Writing-News, Feature, Article, Editorial etc. Economic, Political, Cultural and Social Issues, Developmental Issues: Environment, sustainability, poverty, Rural Scenario, Basic Facilities.

Unit-2

International Issues Introduction to International Politics: Current Major Issues, Education. Regional Issues, Writing for Regional Issues

Unit-3

Universality of storytelling, elements of a story – characters, plot, conflict, setting, narratives, narrative and time. Mechanics of Storytelling: Characterisation, introducing plots, building and resolving conflict, Storytelling and its use in news, Types of Stories   Contact Types of Stories: Personal Stories, Corporate Stories,
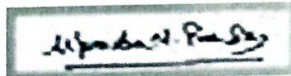
Unit-4

Success Stories Elements of Narrative Journalism: Newsgathering, ordering, narrating, Copywriting: Conceptualising a story context for the product Choosing the story-idea, weaving product with the story Audio-Visual Storytelling,Using the camera to tell a story, working out a narrative sequence Using sound and light to tell stories, combining audio, video and the story Finding and telling stories with Data

Suggested Books : Principles and Issues in Modern Journalism by Verma Upendra

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Paper- II (Two)

Graphic Design

MADJ 202

THEORY

Unit-1

MM 100

Introduction of design, Introduction of fundamental elements and principles of visual design and it's application. Colour theory, Role of colour in design, Colour psychology. Colour strategy. Typography theory Application of Gestalt theory. Process of designing. What is AIDA (Attract, Aware, Interest, Desire, Action) Monogram, iconography, calligram, symbols, type of logos. Use of grid in design.

Unit-2

Study of vector and raster Graphic- its advantage and application areas, difference between vector and raster graphic, Various vector and raster editing software(Corel draw and Adobe Illustrator, Photoshop, Application of masks, editing Alpha channels, working with smart objects, Exploring filters, Working with camera RAW files.
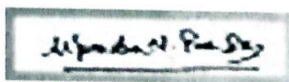
Unit-3

Techniques of representation to acquire the necessary skill to represent visual images. Design of Signage, Corporate Design, Identity, Text and image Poster design history and development. Types of posters – Propaganda, Advertising, Events, Educational. Brochure design, Package designs. Social Media Design: YouTube Thumbnails, Twitter Posts, Instagram Posts, Facebook Posts etc.

Unit-4

Design Principles in Layout, Free Style Lay Out, Grid Design etc. understanding of Formats, Margins, Columns and Gutters. Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Color, Headlines, The Masthead etc, Magazine, Newspaper, books etc. Electronic Publishing: Interactive PDF and Other E-Pub Formats, Interaction Between Movies, Sound Clips URL's And Other E-Books, E-Publication for Various Platforms.

Suggested Books **Interactive Design for New Media and the Web by Iuppa Nick**

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(Dr Jitendra Dabral)   **(Dr Om Shankar Gupta)**   **(Dr Yogendra Kumar Pandey)**

THEORY   **MM 100**

Unit I

Development: Concepts and definition, Practices, theories, and models of development. Characteristic of developing societies, development issues Development Indicators. Development communication: Meaning, concept, and definition. Role of mass media in development communication.

Unit II

Development, Organizations: International, National, Governmental and others, Campaign, Advocacy and Policy Change Development Communication: New Trends and Tools. Development communication policies. Government attitude and approach. Government systems for development communication: radio, television, PIB, field publicity, song & drama division, photo division etc.

Unit III

Development Communication: Problems & limitations, Modernization and Social Change. Meaning of Modernization-Social Welfare Function of Modern Societies. Training for rural Development Programme- Women and Child development:

Integrated Child development Services. Early Childhood Education, Nutrition Programmes, National Children Fund, United Nations Children's Fund. Welfare of women, family planning, health, environment, education, agriculture.
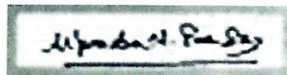
Unit IV

Rural Development in India: Community Development Programme. Integrated Rural Development Programme. CAPART-National Rural Employment Programme. National Rural Employment Programme. Panchayati Raj, Land Reforms. Reporting for various development issues.

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(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- IV (Four)

| MEDIA LAWS AND ETHICS | MADJ 204 |

THEORY   MM 100

Paper 3

Unit-1

Media Forms-Print media; Broadcast media; social media, History of legislative efforts in India. Media, Free Speech and the Constitution, Freedom of speech and expression under Article 19 (1) (a) and the Reasonable restrictions under Article 19 (2); Derivative rights - right to know, Right to Information, right to advertise, right to broadcast; Hate Speech, Defamation

Unit-2

Trial by media and fair trial, Pre-trial publicity; Cameras in Courtroom; Restrictive Orders, Contempt of Court, Scandalising, vilification of institution of Court; Unverified reporting; Fair comment and criticism, Media, Advertisement & the Law, Intellectual property rights: Copyright, Parliamentary Proceedings (Protection of Publication) Act, 1977.

Unit-3

Press Council of India Act Resolution for a Media Council, Press Council of India, 2012, Regulation of the Broadcasting sector (Public and Private), Prasar Bharti Act 1990, Cable T.V. Networks (Regulation) Act of 1995, Self-Regulatory Measures-BCCC Guidelines on Self-Regulation; BCCC Report to the, MI&B; BCCC Orders and Advisories; NBSA Regulations; NBA Code of Ethics

Unit-4

Convergence Bill; Regulatory commissions of new media; Indian Telegraph Act of 1885, Regulation of the social media: Cybercrime, Information Technology Act, 2001, Data protection in India, Social Media Rules 2021 Media and other contemporary issues: Fake news, paid news, Poll surveys, Web Content Governance, Digital Rights, Web Standards, oss ownership: diversification of ownership, Online copyright and Copyright issues, Protecting Copyright.
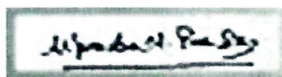
Suggested books Introduction to Media Laws and Ethics by JUHI P. PATHAK

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- V (Five)

| INTERNET AND WEB DESIGN | MADJ 205 |

THEORY MM 100

Unit-1

Introduction to Internet and WWW, E-mail, Social Networking and e-Governance, Digital Financial Tools and Applications, Overview of Future skills and Cyber Security Website, Working of Websites, Webpages, Front End, Back End, Client and Server Scripting Languages, Responsive Web Designing, Types of Websites (Static and Dynamic Websites) Services

Unit-2

HTML Introduction, Editors, Elements, Attributes, Headings, Paragraphs, Styles, Formatting, Quotations, Comments, Colors, Links, Images, Favicon, Tables, Lists, Block & Inline, Classes, Id, Iframes, File Paths, Head, Layout, Responsive Computer code, Semantics, Style Guide, Entities, Symbols, Emojis, Charset, URL Encode, Forms Graphics, Media, Video, Audio, Plug-ins, YouTube, APIs, Geolocation, Drag/Drop, Web Storage, Web Workers, SSE.

Unit-3

CSS Introduction, Syntax, Selectors, Comments, Colors, Backgrounds, Borders, Margins, Padding, Height/Width, Box Model, Outline, Text, Fonts, Icons, Links, Lists, Tables, Display, Max-width, Position, Z-index, Overflow, Float, Inline-block Align, Combinators, Navigation Bar, Dropdowns, Image Gallery, Image Sprites, Forms, Counters, Website Layout, Units, Specificity, CSS Advanced Text Effects, Web Fonts, 2D Transforms,3D Transforms, Transitions, Animations, CSS Flexbox, CSS Responsive, CSS Grid
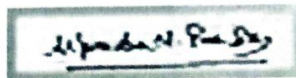
Unit-4

Wireframe, Website, Design/Development, What is Content Management System (CMS) Features, Advantages, Disadvantages, WordPress, Install and Configure, Dashboard, Creating WordPress Website, Performance Optimisation, Marketing and Monetisation of WordPress Website, Categories, Posts, Media, Pages.

Suggested Books : Internet Technology and Web Design by R. K. Jain
Internet and Web Design by Ramesh Bangia

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- VI (Six)

PRACTICAL/PROJECT/VIVA	MADJ 206

MM -100

Project work file related each paper as per directed by subject teacher

1. Writing Journalistic Issues
2. Internet And Web Design
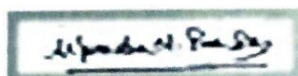3. Design For Interactive Media

Paper- VII (Seven)
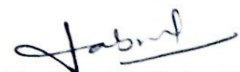
RESEARCH PROJECT/ INTERNSHIP	MADJ 207

MM -100

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- I (One)

| MEDIA RESEARCH | MADJ 301 |

THEORY   MM 100

Unit-1

Meaning, Definition, Nature and Importance of Research, Origin of Research in Communication; What is Scientific Research? The source and modes of knowledge; Pre-Scientific sources and modes of knowledge vs the Scientific method. Areas of Communication, Source analysis, Channel analysis, Message analysis, Audience analysis, New trends in Communication Research, Status of Communication Research in India. Overview of Research Problem and Objective; Deduction, Induction, Experiment and Generalization; Universal and Immutable laws of nature. Steps of Research process, Characterises and requirements, The operational steps for carrying out research.

Unit-2

Research Designs: Review of Literature, Functions of the Literature, Review in Research, Developing Theoretical and Conceptual Frameworks, Searching for the Existing Literature. Hypothesis, Concept, Function of Hypothesis and Types, Hypothesis, formulation, The logic of Hypothesis testing, Concepts, Constructs and Variables, Independent vs Dependent Variables, Extraneous Variables, Intervening variables, Scales and measurement, Nominal, Ordinal, Interval and Ratio, Attitude Measurement, Likert, Semantic differential scales. Types of Research. (Longitudinal studies, Action, Panel, Cohort, PrePoll, Exit Poll, Quasi-Experimental studies, Trend studies etc).

Unit-3

Research Methods: Definition of Sampling Terminology, Sampling techniques and its types; Probability versus Non-Probability Sampling, Sampling error, Surveys, Types of Surveys, Steps of Survey, Content Analysis, Methods of Content Analysis, Limitation of Content, Analysis, Focus Group Study, Feedback- Feed Forward, Impact study, Effect Study, Case Study. Types of Data: Primary and Secondary data. Data collection tools, Observation, Interview, Questionnaire and Schedules. Reliability and Validity of tools: Concepts and its types.
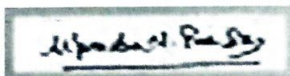
Unit-4

Formative Evaluation: Case Study, General, Steps for Designing a Case, Study, Specify the Need for a Case Study, Define the Unit of Analysis, 3. Plan Data-Gathering and Analyses, 4. Carry Out the Research Plan. Formative Evaluation - Characteristics of Formative Evaluation, Background, Evaluation as a Research Focus. Steps in Formative Evaluation, Define Objectives, Select the Scope of the Research, Select Data-Gathering Methods, Analyze Results and Provide Feedback, Formative Evaluation as Mass Communications Research.

Suggested Books Research and Development in Digital Media by Earnshaw Rae

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- II (Two)

PODCASTING & PRODUCTION	MADJ 302

THEORY   **MM 100**

Unit-1

Basics Of Digital Audio: Audio Fundamentals, Equipment, Hardware, Software and Plug-ins (Multi track DAWs, Stereo editors, plugins, audio restoration), Installation of Recording & Editing Software. What's a Podcast? Why Podcasting? Podcast Strategy, Podcast Formats, Recording a Show, Podcast Production Process. Interview, Story, Programme. Preparing For Field Recording. Voicing the Podcast.

Unit-2

Basics of Podcast Recording, Planning Getting Ideas Together, Brainstorming Sounds, Podcast Structure, Script writing for Podcast, Sample Rate, Bit Rate, Recording technique. Pre-recorded elements, on location, Clipping & Peaking, Limiting, Limit & Normalize), Solo and In Person Recordings, Remote hosts Recording with Phone/Skype. Connecting Guests.

Unit-3

Editing & Production, Characteristics of a good podcast , Music and Other Podcast Audio Elements, Mixing techniques, Levelling different elements, Fixing bad audio, Effects, Zero Crossing, Fade In Fade Out Effect, Multi tracking & Music, Splitting & Joining Tracks). Mastering (Plug-ins, web services, Loudness standards, Stereo/Mono, Multi-band compression, Limiting).
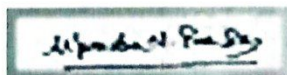
Unit 4

Production Ethics, Podcast Hosting & Publishing, An Effective Launch Plan. Podcast Distribution System: i-Tunes, Tune-in and others. Publishing, The Web-Radio Relationship, Growing an Audience, Business Aspect, Podcast Sponsorship & Advertising, Host Read Vs Inserted Ads, Dynamic Ads, Ad Placement Affiliates and commission, Finding affiliate programs.

Suggested Books: Radio Programme Production by NEELAMALAR M.

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- III (Three)

| DIGITAL MARKETING | MADJ 303 |

THEORY   MM 100

Unit-1

Understanding a website, Levels of websites, Diff between Blog, Portal and Website? Static or Dynamic websites. Digital Marketing Differences with traditional marketing, ROI between Digital and Traditional Marketing, E-commerce foundations, Digital marketing as New trends and current scenario of the world. How can digital marketing be a tool of success for companies, Importance of Digital Marketing. How did digital marketing help the small companies and top MNC, Categorization of Digital Marketing for the business, Diagnosis of the present website and business, SWOT analysis of business, Present Website and Media or Promotion Plan. Setting up Vision, Mission and Goals of Digital Marketing.

Unit-2

Search Engine Optimization (SEO) – Introduction, Uses, Advantages, on page optimization techniques, off page Optimization techniques, Reports. Social Media Optimization (SMO): Introduction to social Media Marketing, Facebook Marketing, Twitter marketing, LinkedIn Marketing, Google plus marketing, Social Media Analytical Tools, Search Engine Marketing: Introduction to Search Engine Marketing, Tools used for Search Engine Marketing. Display Advertising Techniques, Report Generation and its need.

Unit-3

Methods of Monetization: Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Social Media Analytics, Advt Designing, Digital Monetization, Methods of Monetization, Display Advertising, Affiliate Marketing, Lead generation, Digital monetization models - Consumer-paid Model (Subscription), Funded Model (Ad-supported), Hybrid Model (Freemium)
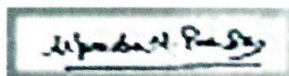
Unit-4

Social Media Platforms: Historical Overview, Citizen &Collaborative Journalism, Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc. Profiling And Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flicker etc, Video And Audio Social Sharing: Youtube, Sound Cloud etc, Online Advertisement &Revenue Generation Basics from Online Journalism.

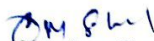**Suggested Books :** Digital Marketing: Complete Digital Marketing by Kailash Chandra

Upadhyay

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- IV(Four)

DIGITAL VIDEO PRODUCTION	MADJ 304

THEORY   MM 100
Unit-1

Tools for multimedia production, Creating Visualization using Info graphics, Multimedia Authoring, Multimedia Data Convergence, Type of Studio Setups, News Production studio, Types of Lights and lighting Setups, Audio Production in studio, Pre-Production Studio: Script writing for digital journalism Timeline creation for digital news, multi-camera setup for digital news production, Chrome setup for digital news production, Background visual creation for news production. Postproduction Studio m Postproduction studio: Setup, software, interface, Chroma cutting, editing and compositing for digital news, File formats for various s platforms, Recording voice over and folly sound, Compositing and final rendering.

Unit-2

Introduction to editing, manipulation of editing, Lev Kuleshov's experiment, the language of cinema introduction to the editor as storyteller and understanding the narrative structure. Necessity and principles of editing, the screen technique: Joining of shots and scenes, the imaginary line, the cut and types of cut, Pace, time and rhythm of storytelling, Fiction and non-fiction editing, Offline and online editing, Montage editing. Using sounds; Music and sound effects, controlling audio, effects and transitions, Matching audio with video, Chroma keying, Visual effects editing.

Unit-3

TV Journalism v/s Online Video Journalism, Use of Videos in E-paper or Website, Various Video Cameras, Capturing a Video, Storing, Video Codecs, Video Formats and Conversions, Basics of digital video and Movie Editing, Linear &Non Linear Editing. Editing and uploading videos in Web, Viewing videos on the Web, Creating packages with Different Lengths, Packaging and Compacting Audio/ Video Size for, Application and Web Medium, Video Stream Servers, Uploading Video on .
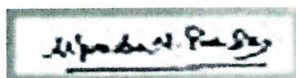
Unit-4

Mobile Journalism, Purpose of Mobile Journalism, Understanding Mobile Journalism, MOJO in India, Global adoption and influence of the Mobile, History of MOJO, Case Studies: Arab Revolution, Anna Hazare Movement, MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone. Traditional Media & MOJO, social media & MOJO.

Suggested Books The Complete Guide To Film And Digital Production The People And The Process. 2017 Edition by Lorene M. Wales, Taylor

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- V (Five)

ADVERTISING	MADJ 305

THEORY   MM 100

Unit I

Introduction To Advertising: Advertising-Concept, Definitions, History. Advertising-Role, Functions and Significance. Types of Advertising and Classifications of Advertising. Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages. Advertising Theories, Brand, Brand property, Rosser Greeves USP/ Ogily's,, AIDA Model, DAGMAR,

Unit II

Advertising Agency: the Role of Advertising Agency, Types of Advertising Agencies, Evolution of Ad Agencies- Various Stages and Current Status, Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Budget and Audit Process: " Allocation of Budget and Methods " Agency Revenue Processes " Audits and its Processes. Advertising in Digital Media
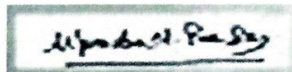
Unit III

Media Planning: An Overview of Indian Media Scenario, Media Planning and its Application, Media Characteristics, Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan, Media Buying Creativity And Campaign Planning: Introduction to Creativity, Ad making concept, copy writing, Campaign Planning, Campaign Production, Art of Developing Effective Copy and Importance of Copy Writer/Writing.
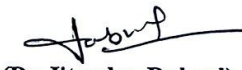
Unit IV

Layout-Importance, Steps and Principles of a Good Layout, Visuals-its Importance, Global Trends. Copy Elements-Headline, Sub Heads, Slogans, Body Copy, Logo etc., Global Trends. Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social Marketing, Professional Organization and Ethics. Laws and Ethical Issues in Advertising, Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.

(Dr Subodh Agnihotri)   **(Dr Upendra N Pandey)**

(Dr Jitendra Dabral)   **(Dr Om Shankar Gupta)**   **(Dr Yogendra Kumar Pandey)**

Paper- VI (Six)

PRACTICAL/VIVA	MADJ 306

MM -100

Project work file related each paper as per directed by subject teacher

1. Writing For Web
2. Podcast And Digital Radio Production
3. Digital Marketing & Monetization
4. Digital Video Production & Mobile journalism
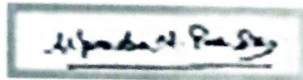
2ⁿᵈ Year (3ʳᵈ Sem.)

Paper- VII (Seven)

PROJECT/DESSERTATION	MADJ 307

Topic selection, introduction & review of literature

(Dr Subodh Agnihotri)   **(Dr Upendra N Pandey)**

(Dr Jitendra Dabral)   **(Dr Om Shankar Gupta)**   **(Dr Yogendra Kumar Pandey)**

Paper- I (One)

| WRITING FOR WEB | MADJ 401 |

THEORY   MM 100

Unit-1

Basics of News Writing, Traditional News Writing V/s Writing for the web, Web, content writing rules – Refer Web Writing Style Guide, Interacting with the text , Importance of Great intro. Writing Headlines, Writing with hyperlinks, Writing for the Web - Readability and Tone, Scan ability, Length, Hyperlinks, Search Engine Optimized Writing, Editorial Standards, Cultural Sensitivities (language, colloquialisms, acronyms, etc.), Writing with Style and Good Grammar - Style or Grammar, Choosing Your Style, Grammar Rules, Challenges

Unit-2

Use of Graphics & Images in Writing for Web, Web content, writing & its relation with Search Engines, Search Engine, Optimization – Need and advantages, SEO best practices, best practices for organizing and delivering web content, Writing Nonlinear, Interactive Stories - Managing Content,, Adding Links, Nonlinear, Interactive Stories, Challenges Information Architecture & Navigation – Navigation Styles, The Footer - Useful Information on Every Page, Graphic & Visual Design, Color Palette, Main Color Palette, Alert Colors, Tertiary Accent Colors, Content Elements ,Fonts, Why This Font, Headers,, Photograph & Images, Graphics, Videos, Layout, Considerations - Primary & Secondary Content

Unit-3

Tags and Keywords, File Naming, Digital Story Format, Format of Web report, Writing an audience profile, Blog Writing: DIY Journalism, Story Boarding and Planning, Writing Techniques, Headlines, Blurbs and Briefs, Image use with text, Things to avoid , The art of good caption Writing, Digital, Story Telling, embedding photographs in your story,Best practices for using Images online- Plagiarism,
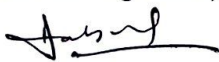
Unit-4

Writing for Online Media, creating slideshow, Feature Writing for Online Media, Use of graphs, Info graphics, Maps and Cartoons on Digital, Use of Signs, symbols and Abbreviations, Story Idea, Development and News Updates, writing e-mails, best practices & tips for writing effective e-mail writing. Use of blogs, tweets, etc. for story generation and development, Writing for Twitter - tweet- writing guideline, Writing on Face book – Tips & Tactics for Writing the Best, Writing for Wiki- Style Guide, Best practices for Writing, Blog writing, Writing Blogs, Choosing Topics and Themes, composing a Succession of Stories, Sustaining Readership, Challenges.

Suggested Books : Writing for the Web by Ashton Robert **2nd Year (4th Sem.)**
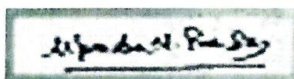
(Dr Subodh Agnihotri)   **(Dr Upendra N Pandey)**

(Dr Jitendra Dabral)   **(Dr Om Shankar Gupta)**   **(Dr Yogendra Kumar Pandey)**

PHOTO JOURNALISM   MADJ 402

Theory   MM -100

Unit I

Understanding photography: idea, evolution, role and importance Camera: features, functions, formats and its design, Camera: lenses, focus, light and exposure, Principles of photographic composition, Various types of photography: portrait, wildlife, nature, fashion, city life, night photography, news photo, News value of photographs: photojournalism.

Unit II

Photo Editing: principles and techniques, writing caption and cut lines, Photo Essay and Photo Feature: writing for photos, use of still photos in Television. Adobe Photoshop: learn the tools and what they do, basic workflow. Advanced Retouching: smoothing skin, smoothing wrinkles, special color effects: black and white, sepia, grainy, printing basics, emailing basics, making cards, making collages, cataloging your images, editing your photo shoot, naming your shoot, automating your shoot batch processing, intro to actions
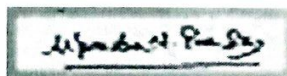
Unit III

Introduction of animation. History and origin of animation. Principles Basics of animation, Principle and use of animation in multimedia. Early examples. Animation techniques. Adobe Flash and Animate: Introducing Flash, The Authoring Environment, Drawing tools, Symbols and the Library, Buttons, Button Action Script, Instance Names, Controlling Nested Objects, Animation: The Timeline, Frames and Key frames, Tweens and Guides, Nested Timelines, On to the Web, Optimizing Your Work Publishing Flash Content to the Web, Where to Go From Here,

Unit IV

Types of animation. Study of contemporary motion graphics - commercials, music videos, film and TV titles. Introduction to After Effects: Composition Basic, timeline and key frames. Working with Photoshop and After Effects Animated Infographic . Dynamic Typography, Type in 3d space. Image based animations: exploring various styles for effective story telling. Using 3d space: Integrating 3d models and 2d elements. Advanced topics in, After Effects: motion paths and interpolation, 3d compositing. Combining multiple media – 2d and 3d animation, live footage, text and other visual elements. Integrating Plugins for Motion graphics: Element 3D, Trapcode Suit, Particle Effects, Character rig & animation using DUIK.

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- III (Three)

MEDIA AND SOCIETY · MADJ 403

THEORY

MM 100

Unit-1

Audience behaviour, Understanding behaviour and Audience Behaviour. Digital Media and Social behaviour, Digital Media audience: An introduction. Interactivity and Fragmentation, Introduction to Social Media Environment. Role of ICT in reshaping the understanding of media audience.

Unit-2

Web Groups: Introduction to Web Groups, Understanding Web Groups & Information. Interactivity and Sociability on social media. Social Networking and Effects on Relationships, Concept of Computer Mediated Communication (CMC), Interpersonal Relationships on CMC, Information fatigue and Overload.

Unit-3

Youth and social media, Definition, Introduction. Identities in the virtual world and Online Communities. Children and Online Culture: Education and Entertainment, Public Discussion on the Internet, Involvement of the Youth, Cyber Bullying, Cyber Media &Cyber Laws, Introduction & Necessity, IT Act, Laws against Cyber Crime, Banks & E-records Maintenance Policy, Powers to Monitor and Block Websites in India, Hacking: Ethical & Unethical, Situations and Necessity.
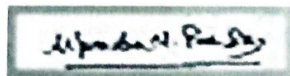
Unit-4

Introduction to Digital Media, Definition, Area of use. Understanding Credibility of Digital Media. Credibility Assessment and Contemporary forms of Credibility, Building Credibility Online, Using Participatory Media and Public Voice Online, Internet Users and Political Interests: Growth curves, reinforcing spirals.

Suggested Books Media Audience Research by Graham Mytton

(Dr Subodh Agnihotri)   **(Dr Upendra N Pandey)**

(Dr Jitendra Dabral)   **(Dr Om Shankar Gupta)**   **(Dr Yogendra Kumar Pandey)**

Paper- IV (Four)

| PUBLIC RELATIONS IN NEW MEDIA | MADJ 404 |

THEORY   **MM 100**

Unit-1

Introductions of digital PR, PR in the age of New Media: Scope, Challenges and Opportunities, Changing Trends and Leveraging the Potential of New Media, Google Trends, Communication in Digital Age Introduction and Genesis, New Media for Internal Communication (SNS, Intranet,
Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc.), Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases).

Unit-2

Social Media –Platforms, Analytics and Campaigns. Relationship Building in an Internet age How organizations use Websites, Social Networking Sites and other digital platforms to communicate with their Stakeholders and Media Use Of Digital Media In Pr
Digital PR Tools. Digital PR in Marketing and Brand Promotions, Use of Digital Media in the overall Marketing Mix,Use of Digital Media in Brand Building. The need for synergy between Digital Marketing and PR to Achieve, Marketing Goals. Online Sponsorships and Brand Promotions for Digital Marketing, Case Studies of Brands that have used Digital Media to be successful.

Unit-3

Digital strategy, Micro-campaigns Digital campaign principles, digital persuasion Relationship-building approach to communication Overview of key persuasion theories Strategic Communications Planning, Situation Analysis Goals and primary focus Objectives and strategy, Audience Segmentation: Identifying focal audience segments, Stakeholder Analysis: Identifying Influencers and Policy Makers,
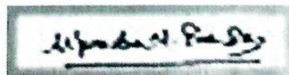
Unit-4

Message Design: Awareness, Instruction, Persuasive Message Dissemination: Volume, Repetition, Scheduling, Pulsing, Message Elements, Sources, Channels, Process Evaluation, Outcome Evaluation Corporate Social Responsibility, Reputation Management Authenticity, Formative evaluation, Infographs, Digital Crisis Management (Tentative topic), YouTube channel: Content, Messaging, and Strategic Communication, Campaign Report Write-Up meetings with instructor Relationship management,

Suggested Books Effective Public Relations and Media Strategy by Reddi C. V. Narasimha

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

2ⁿᵈ Year (4ᵗʰ Sem.)

Specialized Reporting	MADJ 405

THEORY   MM 100

UNIT I
News: Presentation: Different styles, Follow up, news analysis, comment.

UNIT II
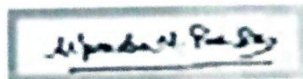Articles and editorial, Reviews, column writing.

UNIT III
Specialized reporting - Political, economics, accidents and crime reporting, sports, science & technology, health and medical. Culture and life. Spiritual, environment, human right, education and carrier reporting, Judicial, Legislature, foreign reporting, agriculture and rural development, current issues, investigative and interpretative stories. News based on people's opinion; articles and features on different subject, coverage of lives of various section of society, news writing for radio T.V and Internet.
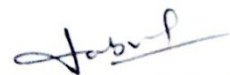
UNIT IV
Report writing for magazines and different supplements of newspapers, new trends and areas in reporting.

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)

Paper- VI (SIX)

DISSERTATION	MADJ 406

MM -100

- PROJECT WORK OF PREPARING DISSERTATION UNDER GUIDANCE BY DEPARTMENTAL TEACHERS/SUPERWISER

2nd Year (3rd Sem.)

Paper- VII (SEVEN)

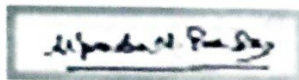| PRACTICAL/VIVA	MADJ 407

MM -100

Project work file related each paper as per directed by subject teacher

1. Writing For Web
2. Photography Assignments

(Dr Subodh Agnihotri)   (Dr Upendra N Pandey)

(Dr Jitendra Dabral)   (Dr Om Shankar Gupta)   (Dr Yogendra Kumar Pandey)