



CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

PROGRAMME: B.Sc. Media Communication (AEDP) Apprenticeship Embedded Degree Programme

Course Structure (with effect from 2026-27)

Semester 1				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B350101T	Core Course 1	Writing for Media	4
2	B350102T	Core Course 2	Socio-Economic & Political Scenario	4
3	B350103T	Core Course 3	Introduction to Communication	4
4	B350104T	Minor Course	History of Print & Broadcasting in India	3
5	VOC164	Skill Enhancement Course (SEC)	AI for All	3
6	Z011102	Co-curricular Course	Communicative English-I	2
Total Credits				20

Semester 2				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B350201T	Core Course 1	Print Journalism	4
2	B350202T	Core Course 2	Media Laws & Ethics	4
3	B350203T	Core Course 3	Still Photography	4
4	B350204T	Minor Course	General Studies: India, Society and Constitution	3
5	VOC187	Skill Enhancement Course (SEC)	Radio Journalism & Production	3
6	Z021202	Co-curricular Course	Communicative English-II	2
Total Credits				20

Semester 3				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B350301T	Core Course 1	Basics of Camera, Lights & Sound	4
2	B350302T	Core Course 2	Television Journalism & Production	4
3	B350303T	Core Course 3	Mobile Journalism	4
4	B350304T	Minor Course	New Media	3
5	VOC188	Skill Enhancement Course (SEC)	Advertising Practices	3
6	Z031301	Co-curricular Course	Physical Education and Yoga	2
Total Credits				20

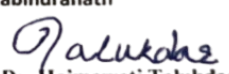

Prof. Virendra Kr Vyas

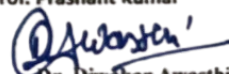

Prof. Manukonda Rabindranath


Prof. Prashant Kumar


Dr. Om Shankar Gupta


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Dr. Diwakar Awasthi
(Coordinator)

Semester 4				
Sl. No.	Category of Course	Code No.	Course Title	Credits
1	B350401T	Core Course 1	Media Research	4
2	B350402T	Core Course 2	Media Organisation & Management	4
3	B350403T	Core Course 3	Global Media Scenario	4
4	B350404T	Minor Course	Advertising, PR and Event Management	3
5	B350405R	Project	Project I	3
6	Z041403	Co-curricular Course	Community Connect	2
Total Credits				20

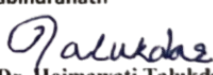
Semester 5				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B350501T	Core Course 1	Business Communication and Negotiation	5
2	B350502T	Core Course 2	Marketing Communication for Special Events	5
3	B350503T	Core Course 3	Brand Management	5
4	B350504T	Specialisation Course	Cyber Security for Media Professionals	5
5	B350505R	Project	Project II	5
Total Credits				25

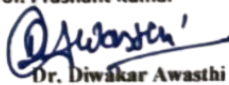
Semester 6				
S. No.	Paper Code	Paper	Paper Title	Credits
1	B350601A		Apprenticeship with Industry	25
				25

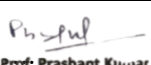
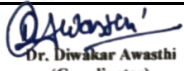

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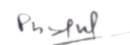
 Dr. Om Shankar Gupta


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 Dr. Diwakar Awasthi
 (Coordinator)

Programme: B.Sc. in Media Communication		Year: First	Semester: First
Course Code: B350101T		Course Title: Writing for Media	
Course outcomes:			
1. Proficient writing in diverse media formats. 2. Mastery of storytelling and narrative techniques. 3. Adaptability in writing for various media platforms. 4. Strong research and investigative writing skills. 5. Effective editing and proofreading of media content			
Credits:4		Core Course-1	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Unit	Topics		No. of Lectures Total=60
I	Fundamentals of Media Writing : Introduction to Media Writing; Principles and Characteristics of Good Writing; Language and Style for Media; Grammar, Vocabulary and Sentence Construction; News Values and Writing Basics; Types of Media Writing; Introduction to Storytelling; Writing for Different Audiences; Writing Process (Planning, Drafting and Revising).		15
II	Writing for Print and Digital Media : News Writing; Feature Writing; Editorial and Opinion Writing; Interview Writing; Blog Writing; Web Content Writing; Social Media Content; Headline, Caption and Lead Writing; Writing for Websites and Digital Platforms; SEO Basics for Media Content.		15
III	Creative, Script and Research-Based Writing : Script Writing for Radio, Television and Digital Media; Podcast Script; Documentary Script; Copywriting for Advertising and Public Relations; Storyboarding Basics; Research Techniques; Investigative Writing; Fact-checking and Source Verification; Ethical Issues in Media Writing.		15
IV	Editing, Proofreading and Content Production : Principles of Editing; Copy Editing; Proofreading Symbols and Techniques; Rewriting and Content Improvement; Writing Accuracy and Consistency; Style Guides; Plagiarism and Copyright Issues; Portfolio Development; Practical Writing Exercises and Content Production for Multiple Media Platforms.		15
Suggested Readings:			
1. Raman, Meenakshi & Sangeeta Sharma – Technical Communication: Principles and Practice. 2. Wren & Martin – High School English Grammar and Composition. 3. Krishna Mohan & Meera Banerji – Developing Communication Skills. 4. Raymond Murphy – Essential English Grammar. 5. Norman Lewis – Word Power Made Easy. 6. Oxford Guide to Effective Writing and Speaking.			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
 Dr. Om Shankar Gupta  Prof. Mamukonda Rabinranath  Prof. Prashant Kumar  Dr. Om Shankar Gupta  Dr. Hariom Kumar  Dr. Hoimawati Talukdar  Dr. Divakar Awasthi (Coordinator)			

Programme: B.Sc. in Media Communication		Year: First	Semester: First
Course Code: B350102T		Course Title: Socio-Economic & Political Scenario	
Course Outcome:			
1. In-depth knowledge of the socio-economic factors affecting media. 2. Critical analysis of political structures and media policies. 3. Understanding economic models within the media industry. 4. Insight into media representation of social issues. 5. Ability to analyze the role of media in shaping political narratives.			
Credits:4		Core Course-2	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Unit	Topics	No. of Lectures Total=60	
I	Socio-Economic Structure of India : Meaning and Scope of Society, Economy and Politics; Indian Social Structure; Population, Education and Employment; Poverty, Unemployment and Inequality; Rural and Urban Development; Economic Planning; Liberalization, Privatization and Globalization (LPG); Sustainable Development; Socio-economic Challenges and their Impact on Media.	15	
II	Indian Political System and Media Policies : Constitution of India – Salient Features; Fundamental Rights and Duties; Structure of Government (Legislature, Executive and Judiciary); Electoral System and Political Parties; Public Policy and Governance; Media Laws and Regulations; Press Freedom; Role of Regulatory Bodies; Media Ethics and Public Interest.	15	
III	Media, Society and Contemporary Issues : Role of Media in Society; Media Representation of Gender, Caste, Religion and Marginalized Communities; Human Rights and Social Justice; Development Communication; Environmental and Health Issues; Digital Divide; Social Movements and Media; Media Literacy and Public Opinion.	15	
IV	Political Communication and Media Analysis : Political Communication: Concept and Process; Election Campaigns and Political Advertising; Public Opinion and Opinion Polls; Agenda Setting and Framing; Propaganda and Persuasion; Fake News, Misinformation and Disinformation; Social Media in Politics; Case Studies on Media Coverage of Political and Socio-Economic Issues.	15	
Suggested Readings: ☐ M. Laxmikanth – Indian Polity ☐ Ramesh Singh – Indian Economy ☐ D.D. Basu – Introduction to the Constitution of India ☐ Graeme Burton – Media and Society			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
 Prof. Virendra Kr Vyas  Prof. Manukonda Rabindranath  Prof. Prashant Kumar  Dr. Om Shankar Gupta  Dr. Hariom Kumar  Dr. Hoimawati Talukdar  Dr. Diwakar Awasthi (Coordinator)			

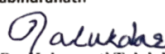
Programme: B.Sc. in Media Communication	Year: First	Semester: First
Course Code: B350103T	Course Title: Introduction to Communication	
Course Outcome: 1. Proficiency in fundamental communication theories. 2. Application of communication models to real-world scenarios. 3. Insight into the critical role of communication in media and entertainment. 4. Understanding the influence of digital communication on media practices. 5. Improved practical communication skills for media professionals.		
Credits:4		Core Course-3
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Communication : Meaning, Nature and Scope of Communication; Elements of Communication; Objectives and Functions of Communication; Types of Communication (Intrapersonal, Interpersonal, Group, Public and Mass Communication); Barriers to Communication; Principles of Effective Communication; Verbal and Non-Verbal Communication; Communication Process and Feedback.	15
II	Communication Models and Theories : Concept and Importance of Communication Models; Aristotle's Model; Lasswell's Model; Shannon & Weaver Model; Berlo's SMCR Model; Osgood-Schramm Model; Newcomb's Model; Dance's Helical Model; Introduction to Major Communication Theories (Hypodermic Needle, Two-Step Flow, Uses & Gratifications).	15
III	Communication, Media and Society : Role of Communication in Society; Communication and Culture; Media as an Agent of Social Change; Role of Communication in Journalism, Advertising, Public Relations and Entertainment; Public Opinion and Persuasion; Communication Ethics; Intercultural Communication; Globalization and Media Communication.	15
IV	Digital Communication and Emerging Trends : Introduction to Digital Communication; Social Media Communication; Online Communication Platforms; Mobile Communication; Digital Media Literacy; Artificial Intelligence and Communication; Fake News and Misinformation; Challenges and Future Trends in Digital Communication; Practical Communication Skills and Presentations.	15
Suggested Readings: ☐ Denis McQuail – <i>McQuail's Mass Communication Theory</i> . ☐ Keval J. Kumar – <i>Mass Communication in India</i> . ☐ John Fiske – <i>Introduction to Communication Studies</i> . ☐ Denis McQuail & Sven Windahl – <i>Communication Models for the Study of Mass Communications</i> . ☐ Uma Narula – <i>Mass Communication: Theory and Practice</i> . ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i> . ☐ C.S. Rayudu – <i>Communication</i> . ☐ Wilbur Schramm – <i>The Process and Effects of Mass Communication</i> . ☐ Marshall McLuhan – <i>Understanding Media: The Extensions of Man</i> . ☐ Joseph A. DeVito – <i>Human Communication: The Basic Course</i> .		


Prof. Virendra Kr Vyas

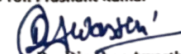

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


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Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Suggested Continuous Evaluation Methods:

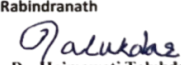
Suggested equivalent online courses:

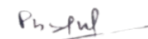
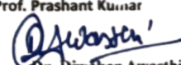
Programme: B.Sc. in Media Communication	Year: First	Semester: First
Course Code: B350104T	Course Title: History of Print & Broadcasting in India	
Course Outcome: 1. In-depth knowledge of the historical evolution of print media. 2. Understanding the growth and development of broadcasting in India. 3. Critical analysis of the impact of historical events on media. 4. Recognition of the role of media in shaping public opinion. 5. Appreciation of the cultural and social dimensions of media history.		
Credits:3		Minor Course
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Evolution of Print Media in India : Origin of Printing Press in the World and India; Arrival of the Printing Press in India; Early Newspapers in India; James Augustus Hicky and <i>Hicky's Bengal Gazette</i> ; Growth of Vernacular Press; Raja Ram Mohan Roy and the Reformist Press; Press during the 19th Century; Role of Print Media in Social Reform Movements; Development of Hindi Journalism.	15
II	Print Media and the Indian Freedom Movement : Role of Newspapers in India's Freedom Struggle; Contributions of Bal Gangadhar Tilak, Mahatma Gandhi, Gopal Krishna Gokhale, Pandit Jugal Kishore Shukla and Ganesh Shankar Vidyarthi; Vernacular Press Act (1878); Press Laws during British Rule; Evolution of Press after Independence; Press Commission; Press Council of India.	15
III	Growth and Development of Broadcasting in India : Introduction to Broadcasting; History of Radio in India; Indian State Broadcasting Service; Evolution of All India Radio (Akashvani); Growth of FM Radio and Community Radio; History of Television in India; Development of Doordarshan; Expansion of Satellite Television; Private Broadcasting in India; Prasar Bharati.	15
IV	Contemporary Media and Historical Perspectives : Growth of Digital Media in India; Convergence of Print, Broadcast and Digital Media; Evolution of News Channels; Media and Public Opinion; Cultural and Social Impact of Media; Ethical Challenges in Modern Media; Major Milestones in Indian Media History; Case Studies of Significant Media Events in India.	15


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Suggested Readings: ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ J. Natarajan – <i>History of Indian Journalism</i>. ☐ Rangaswami Parthasarathy – <i>Journalism in India: From the Earliest Times to the Present Day</i>. ☐ Robin Jeffrey – <i>India's Newspaper Revolution</i>. ☐ K.M. Shrivastava – <i>Radio and Television Journalism</i>. ☐ P.C. Chatterji – <i>Broadcasting in India</i>. ☐ S.N. Bhattacharya – <i>History of Indian Press</i>. ☐ B.N. Ahuja – <i>History of Indian Press</i>. ☐ D.D. Basu – <i>Introduction to the Constitution of India</i> (for Press Freedom and Constitutional Provisions). ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>.
Suggested Continuous Evaluation Methods:
Suggested equivalent online courses:

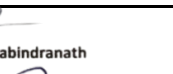
Programme: B.Sc. in Media Communication	Year: First	Semester: First
Course Code: VOC 164	Course Title: AI for All	
Course outcomes:		
1. Understand the fundamental concepts, history, scope, and applications of Artificial Intelligence 2. Explain the basic techniques of AI including knowledge representation, search algorithms, and problem-solving methods 3. Demonstrate an understanding of Machine Learning, Natural Language Processing, and Computer Vision as major AI domains 4. Evaluate the ethical, social, and future implications of AI and identify AI applications in different industries		
Credits:3		SEC
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Introduction to Artificial Intelligence : Definition and Evolution of AI, History and Milestones of AI, AI vs Human Intelligence, Types of AI (ANI, AGI, ASI), Branches of AI, AI Applications in Daily Life, AI in Education, Healthcare, Business and Media, Benefits and Limitations of AI, AI Terminologies, Introduction to Intelligent Agents	15
II	AI Techniques and Problem Solving : Problem Solving using AI, Search Techniques (Uninformed & Informed Search), State Space Representation, Heuristic Search Concepts, Knowledge Representation, Logic in AI (Propositional & Predicate Logic – Basics), Expert Systems, Decision Making Concepts, Introduction to Reasoning and Planning, AI Development Tools Overview	15

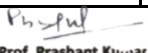

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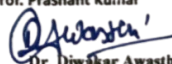

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Prof. Prashant Kumar


Dr. Divakar Awasthi
(Coordinator)

III	Machine Learning and Emerging AI Technologies : Introduction to Machine Learning, Types of Machine Learning (Supervised, Unsupervised, Reinforcement), Basics of Neural Networks, Introduction to Deep Learning, Natural Language Processing (NLP), Computer Vision Basics, Speech Recognition, Generative AI and Large Language Models, Chatbots and Virtual Assistants, AI-powered Applications	15
IV	AI Ethics, Industry Applications and Future Trends : Ethical Issues in AI, Bias and Fairness in AI, Privacy and Data Security, Responsible AI, AI and Employment, AI in Smart Cities, AI in Agriculture, Finance, Manufacturing and Media, Future of AI, AI Regulations and Governance, Case Studies and Mini Project Presentation	15
Suggested Readings: ☐ Stuart Russell & Peter Norvig – <i>Artificial Intelligence: A Modern Approach</i>. ☐ Elaine Rich & Kevin Knight – <i>Artificial Intelligence</i>. ☐ Tom Taulli – <i>Artificial Intelligence Basics</i>. ☐ Margaret A. Boden – <i>AI: A Very Short Introduction</i>. ☐ Online resources from IBM SkillsBuild, Microsoft Learn, Google AI, and OpenAI documentation.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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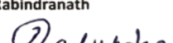
Programme: B.Sc. Media Communication	Year: First	Semester: I	
Course Code: Z011102	Course Title: Communicative English-I		
Course outcomes: • Proficient written and verbal communication in media settings. • Critical analysis and interpretation of media-related content. • Effective presentation and public speaking abilities. • Collaborative communication skills suitable for team environments. • Application of language skills in media and entertainment contexts			
Credits: 2		Co- Curricular	
Max. Marks:		Min. Passing Marks:	
Unit	Topics		No.of Lectures Total=30


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I	• Foundations of English Language • Reading Comprehension Strategies • Writing Techniques for Media • Verbal and Non-verbal Communication • Media Literacy and Critical Analysis • Presentation Skills for Media Professionals • Group Communication Dynamics • Cultural Sensitivity in Communications	
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Programme: B.Sc. in Media Communication	Year: First	Semester: Second
Course Code: B350201T	Course Title: Print Journalism	
Course Outcome: 1. Proficient in the principles and practices of print journalism. 2. Enhanced skills in news gathering, writing, and editing for print. 3. Understanding of ethical and legal considerations in print journalism. 4. Ability to analyze and contribute to shaping public opinion through print. 5. Proficiency in layout and design for effective print publications.		
Credits:4		Core Course-1
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No .of Lectures Total=60
I	Introduction to Print Journalism and News Writing : Meaning, Nature and Scope of Print Journalism; History and Development of Print Media in India; Functions and Role of Newspapers; Structure of a Newspaper Organization; News: Definition, Elements and News Values; Sources of News; Types of News; Principles of News Writing; Inverted Pyramid Style; Writing Effective Headlines and Leads.	15
II	Reporting and Editing : Principles of Reporting; Beat Reporting (Political, Crime, Sports, Business, Education, Health); Interviewing Techniques; Feature Writing; Editorial and Opinion Writing; Basics of Copy Editing; Proofreading Symbols and Techniques; News Translation; Ethics in Reporting and Editing; Practical News Writing Exercises.	15
III	Media Laws, Ethics and Public Opinion : Freedom of the Press; Constitutional Provisions Related to Media; Press Council of India; Media Laws Affecting Print Journalism; Defamation, Contempt of Court and Copyright; Media Ethics; Code of Conduct for Journalists; Role of Print Media in Democracy; Public Opinion Formation; Case Studies on Ethical Issues in	15

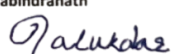
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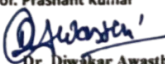
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(Coordinator)

	Print Journalism.	
IV	Newspaper Design, Production and Contemporary Print Media : Principles of Newspaper Layout and Design; Page Makeup; Typography; Use of Photographs, Graphics and Infographics; Desktop Publishing (DTP); Printing Process; Newspaper Production Workflow; E-Newspapers and Digital Convergence; Practical Newspaper Page Design using DTP Software; Portfolio Preparation.	15
Suggested Readings: ☐ Rangaswami Parthasarathy – <i>Basic Journalism</i>. ☐ Mencher, Melvin – <i>News Reporting and Writing</i>. ☐ Shrivastava, K.M. – <i>News Reporting and Editing</i>. ☐ Ahuja, B.N. – <i>Theory and Practice of Journalism</i>. ☐ Kamath, M.V. – <i>Professional Journalism</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>. ☐ Harold Evans – <i>Editing and Design</i>. ☐ Bruce Westley – <i>News Editing</i>. ☐ Frank Thayer – <i>Newspaper Production</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. in Media Communication	Year: First	Semester: Second
Course Code: B350202T	Course Title: Media Laws & Ethics	
Course Outcome: 1. In-depth knowledge of media laws and regulations. 2. Ability to analyze and navigate legal frameworks for different media forms. 3. Enhanced ethical decision-making skills in media practice. 4. Understanding of privacy, defamation, and intellectual property laws. 5. Proficiency in applying ethical principles in various media scenarios.		
Credits:4		Core Course-2
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No .of Lectures Total=60
I	Introduction to Media Laws and Constitutional Framework : Meaning, Nature and Scope of Media Laws; Freedom of Speech and Expression (Article 19(1)(a)); Reasonable Restrictions under Article 19(2); Constitutional Provisions Related to Media; Freedom of the Press; Press Council of India; Media Regulatory Authorities; Evolution of Media Laws in India.	15

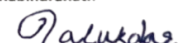

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II	Media Laws and Legal Framework : Press and Registration of Periodicals Act, 2023; Official Secrets Act, 1923; Contempt of Courts Act, 1971; Defamation (Civil & Criminal); Right to Information Act, 2005; Copyright Act, 1957; Intellectual Property Rights (IPR); Information Technology Act, 2000; Digital Personal Data Protection Act, 2023 (Overview).	15
III	Media Ethics and Professional Standards : Meaning and Importance of Media Ethics; Ethical Theories and Principles; Code of Ethics for Journalists; Norms of Journalistic Conduct; Privacy and Public Interest; Paid News; Fake News and Misinformation; Conflict of Interest; Sting Operations; Media Trial; Case Studies on Ethical Dilemmas in Journalism.	15
IV	Ethics and Law in Contemporary Media Practice : Legal and Ethical Issues in Print, Broadcast and Digital Media; Social Media Regulations; Cyber Ethics; AI and Media Ethics; Advertising Ethics; Broadcasting Standards; Self-Regulation in Media; Case Studies on Landmark Judgments Related to Media; Practical Analysis of Legal and Ethical Issues in News Reporting.	15
Suggested Readings: ☐ P.K. Ravindran – <i>Media Laws and Ethics</i>. ☐ Justice Yatindra Singh – <i>Cyber Laws</i>. ☐ D.D. Basu – <i>Introduction to the Constitution of India</i>. ☐ B.N. Ahuja – <i>Theory and Practice of Journalism</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ M. Neelamalar – <i>Media Law and Ethics</i>. ☐ P. Narayanan – <i>Intellectual Property Law</i>. ☐ Dr. Anirudh Prasad – <i>Media Law and Ethics</i>. ☐ Geoffrey Robertson & Andrew Nicol – <i>Media Law</i>. ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

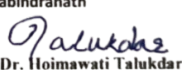
Programme: B.Sc. in Media Communication	Year: First	Semester: Second
Course Code: B350203T	Course Title: Still Photography	
Course Outcome: 1. Proficiency in operating cameras and understanding exposure. 2. Mastery of composition and framing techniques. 3. Advanced skills in lighting for still photography. 4. Expertise in editing and post-production for impactful images. 5. Ability to tell compelling stories through still images in various genres.		
Credits:4		Core Course-3
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60

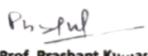

Prof. Virendra Kr Vyas

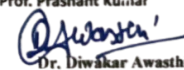

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar

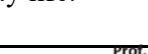

Dr. Diwakar Awasthi
(Coordinator)

I	Fundamentals of Photography and Camera Operations : Introduction to Photography; History and Evolution of Photography; Types of Cameras (DSLR, Mirrorless, Compact, Mobile); Camera Parts and Functions; Exposure Triangle (Aperture, Shutter Speed and ISO); Camera Modes; Lenses and Their Applications; White Balance; Depth of Field; Basic Camera Handling and Maintenance.	15
II	Composition, Framing and Lighting Techniques : Principles of Composition; Rule of Thirds; Leading Lines; Framing; Perspective and Angles; Balance and Symmetry; Natural and Artificial Lighting; Three-Point Lighting; Indoor and Outdoor Photography; Use of Reflectors and Flash; Creative Lighting Techniques.	15
III	Photo Editing and Post-Production : Introduction to Digital Imaging; RAW and JPEG Formats; Image Selection and Workflow; Adobe Lightroom Basics; Adobe Photoshop for Photographers; Image Cropping and Resizing; Color Correction; Retouching Techniques; File Formats for Print and Web; Ethics in Photo Editing.	15
IV	Photojournalism and Applied Photography : Photojournalism: Principles and Ethics; Visual Storytelling; Caption Writing; Documentary Photography; Portrait Photography; Nature and Wildlife Photography; Sports Photography; Product and Advertising Photography; Event Photography; Portfolio Development and Practical Photography Projects.	15
Suggested Readings: ☐ Michael Langford – <i>Langford's Basic Photography</i>. ☐ John Hedgecoe – <i>The New Manual of Photography</i>. ☐ Tom Ang – <i>Digital Photography Masterclass</i>. ☐ Scott Kelby – <i>The Digital Photography Book</i>. ☐ Bruce Barnbaum – <i>The Art of Photography: A Personal Approach to Artistic Expression</i>. ☐ Freeman Patterson – <i>Photography and the Art of Seeing</i>. ☐ Ben Long – <i>Complete Digital Photography</i>. ☐ Henry Carroll – <i>Read This If You Want to Take Great Photographs</i>. ☐ Barbara London & Jim Stone – <i>A Short Course in Photography</i>. ☐ Kenneth Kobre – <i>Photojournalism: The Professionals' Approach</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: B.Sc. in Media Communication	Year: First	Semester: Second
Course Code: B350204T	Course Title: General Studies : India, Society and Constitution	
Course Outcome: 1. Understand the historical evolution of Indian civilization and culture. 2. Explain the fundamental features of the Indian Constitution. 3. Analyze India's political and administrative structure. 4. Recognize the importance of fundamental rights and duties. 5. Understand social diversity and contemporary social issues. 6. Develop awareness about citizenship and democratic values. 7. Apply constitutional values in everyday life. Signature Signature Signature		


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Dr. Om Shankar Gupta


Dr. Hariom Kumar

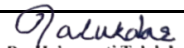

Prof. Manukonda Rabinranath


Dr. Haimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Credits:3		Minor Course
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Indian Heritage and Society : Introduction to Indian Civilization, Ancient Indian Culture, Medieval India, Modern Indian History, Freedom Movement, National Leaders, Indian Cultural Heritage, Languages, Religions, Festivals, Unity in Diversity, Social Structure, Rural and Urban Society, Contemporary Social Issues, Social Reform Movements.	15
II	Indian Constitution : Making of the Constitution, Preamble, Fundamental Rights, Directive Principles, Fundamental Duties, Union Government, State Government, Local Self Government, Judiciary, Election Commission, Constitutional Bodies, Emergency Provisions, Constitutional Amendments, Good Governance, Constitutional Values.	15
III	Indian Economy and Development : Basic Economic Concepts, Economic Planning, Agriculture, Industry, Service Sector, Financial Institutions, Banking System, Budget, Inflation, Employment, Poverty, Government Welfare Schemes, Sustainable Development, Digital Economy, Inclusive Growth.	15
IV	Current Affairs and Civic Awareness : National and International Current Affairs, Government Policies, National Missions, International Organizations, Environmental Awareness, Gender Equality, Human Rights, Consumer Rights, Digital Citizenship, Disaster Management, Road Safety, Public Health, Civic Responsibilities, Ethics in Public Life, Revision and Case Studies.	15
Suggested Readings: ☐		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: B.Sc. in Media Communication	Year: First	Semester: Second
Course Code: VOC 187	Course Title: Radio Journalism & Production	
Course Outcome:		
1. Comprehensive knowledge of radio journalism principles and techniques. 2. Proficiency in crafting engaging radio news stories. 3. Skill development in scriptwriting and editing for radio broadcasts. 4. Hands-on experience in radio production, including voice modulation and sound editing. 5. Understanding of the ethical considerations and legal aspects in radio journalism.		
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 Dr. Om Shankar Gupta	 Dr. Hariom Kumar	 Dr. Hoimawati Talukdar
		 Dr. Divakar Awasthi (Coordinator)

Credits:3		SEC
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Radio Journalism : Introduction to Radio Journalism; History and Evolution of Radio in India; Characteristics and Functions of Radio; Types of Radio Broadcasting (AIR, FM, Community Radio, Internet Radio); Structure of a Radio Station; Principles of Radio Journalism; News Values; Radio Language and Writing Style; Radio News Bulletin and Newsroom Operations.	15
II	Radio Script Writing and Presentation : Principles of Radio Script Writing; Writing for News, Features, Interviews and Talk Shows; Writing Radio Commercials and Public Service Announcements (PSAs); Voice Culture and Voice Modulation; Pronunciation and Diction; Presentation Techniques; Anchoring and News Reading; Interviewing Skills; Practical Script Writing Exercises.	15
III	Radio Production Techniques : Basics of Audio Recording; Microphones and Audio Equipment; Studio Operations; Sound Recording Techniques; Sound Effects (SFX); Music and Background Scores; Audio Editing using Audacity/Adobe Audition; Radio Programme Formats (News, Feature, Documentary, Drama, Phone-in, Podcast); Production Workflow; Practical Studio Exercises.	15
IV	Ethics, Laws and Contemporary Radio Broadcasting : Media Ethics in Radio Journalism; Broadcasting Code; Copyright and Music Licensing; Defamation and Privacy in Broadcasting; Role of Radio in Disaster Communication and Public Awareness; Community Radio and Development Communication; Digital Radio and Podcasting; Emerging Trends in Radio Broadcasting; Practical Radio Programme Production and Portfolio Development.	15
Suggested Readings: ☐ Robert McLeish – <i>Radio Production</i>. ☐ Andrew Boyd – <i>Broadcast Journalism: Techniques of Radio and Television News</i>. ☐ K.M. Shrivastava – <i>Radio and Television Journalism</i>. ☐ Carole Fleming – <i>The Radio Handbook</i>. ☐ Steve Warren – <i>Radio: The Book</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>. ☐ U.L. Baruah – <i>This is All India Radio</i>. ☐ Stuart Wavell – <i>The BBC Guide to Radio Production</i>. ☐ David Keith Cohler – <i>Broadcast Journalism: A Guide for the Presentation Side of Radio and Television</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. Media Communication	Year: First	Semester: II
Course Code: Z021202	Course Title: Communicative English-II	


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(Coordinator)

Course outcomes: • Apply fundamental English language skills for effective communication. • Analyse and interpret texts using reading comprehension strategies. • Create clear and professional written content for media. • Demonstrate effective verbal and non-verbal communication skills. • Evaluate media content using critical thinking and media literacy. • Deliver effective presentations and collaborate confidently in group discussions.		
Credits: 2		Co-Curricular
Max. Marks:		Min. Passing Marks:
Unit	Topics	No. of Lectures Total=30
I	• Foundations of English Language • Reading Comprehension Strategies • Writing Techniques for Media • Verbal and Non-verbal Communication • Media Literacy and Critical Analysis • Presentation Skills for Media Professionals • Group Communication Dynamics	

Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: B350301T	Course Title: Basics of Camera, Lights & Sound	
Course Outcome: 1. Proficiency in operating various types of cameras and related equipment. 2. Competence in planning and executing audio-visual shoots. 3. Understanding the principles of lighting and its creative application. 4. Skills in sound recording, manipulation, and design for media production. 5. Ability to apply technical aspects effectively in media communication. 6. Knowledge of the creative elements of cinematography and lighting. 7. Preparedness for handling diverse roles in media production processes.		
Credits:4		Core Course-1
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No.of Lectures Total=60
I	Camera Fundamentals and Visual Composition : Introduction to Camera Technology; Types of Cameras (DSLR, Mirrorless, ENG, Cinema Cameras); Camera Parts and Functions; Camera Settings (ISO, Aperture, Shutter Speed, White Balance); Exposure Triangle; Types of Lenses and Their Uses; Camera Angles, Shots and Movements; Rules of Composition; Framing and Visual Storytelling; Camera Handling and Maintenance.	15


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II	Lighting Techniques for Audio-Visual Production : Fundamentals of Lighting; Properties of Light; Natural and Artificial Lighting; Three-Point Lighting Setup; High-Key and Low-Key Lighting; Indoor and Outdoor Lighting; Lighting Equipment (LED, Fresnel, Softbox, Reflectors, Diffusers); Color Temperature; Creative Lighting Techniques; Lighting for Interviews, News and Studio Productions.	15
III	Sound Recording and Audio Production : Fundamentals of Sound; Characteristics of Sound; Types of Microphones; Audio Recording Equipment; Microphone Placement Techniques; Studio and Outdoor Sound Recording; Audio Mixers and Recorders; Noise Control; Basics of Audio Editing using Audacity/Adobe Audition; Sound Design and Background Music for Media Productions.	15
IV	Integrated Audio-Visual Production : Pre-production Planning; Script Breakdown and Shot Division; Camera, Lighting and Sound Coordination; Multi-Camera Setup; Production Workflow; Crew Roles and Responsibilities; Safety Practices on Production Set; Practical Audio-Visual Production Exercises; Production of a Short News Package/Interview/Documentary; Project Presentation and Portfolio Development.	15
Suggested Readings: ☐ Herbert Zettl – <i>Television Production Handbook</i>. ☐ Gerald Millerson & Jim Owens – <i>Video Production Handbook</i>. ☐ Blain Brown – <i>Cinematography: Theory and Practice</i>. ☐ Kris Malkiewicz & M. David Mullen – <i>Cinematography</i>. ☐ Michael Rabiger – <i>Directing: Film Techniques and Aesthetics</i>. ☐ Tomlinson Holman – <i>Sound for Film and Television</i>. ☐ Ric Viers – <i>The Sound Effects Bible</i>. ☐ Michael Langford – <i>Basic Photography</i>. ☐ K.M. Shrivastava – <i>Radio and Television Journalism</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: B350302T	Course Title: Television Journalism & Production	
Course Outcome: 1. Proficiency in television journalism principles and practices. 2. Skills in researching, scripting, and producing television news stories. 3. Competence in using cameras and editing tools for television production. 4. Understanding of ethical and legal considerations in television journalism. 5. Knowledge of various television formats and program production. 6. Awareness of the role of television in influencing public discourse. 7. Critical thinking skills for analyzing and evaluating television content.		
Credits:4	Core Course-2	
Max. Marks: 25+75	Min. Passing Marks: 10+25	

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Unit	Topics	No.of Lectures Total=60
I	Fundamentals of Television Journalism : Introduction to Television Journalism; History and Development of Television in India; Characteristics of Television as a Medium; Television Newsroom Structure; Roles and Responsibilities of TV Journalists; News Values; Television News Gathering; Research Techniques; News Sources; Television News Writing and Script Format.	15
II	Television Production Techniques : Camera Operations for Television; Camera Shots, Angles and Movements; Lighting Techniques for Television Production; Audio Recording for TV; Multi-Camera Production; Studio Production; Field Production (ENG); Video Editing using Adobe Premiere Pro/DaVinci Resolve; Graphics and Visual Effects; Television Production Workflow.	15
III	Television Programme Formats and Production : Television News Bulletin; News Package; Interview Programmes; Talk Shows; Panel Discussions; Documentary Production; Feature Programmes; Live Reporting; Anchoring and Presentation Skills; Production Planning, Scheduling and Budgeting; Practical Programme Production.	15
IV	Media Ethics, Laws and Content Analysis : Ethics in Television Journalism; Broadcasting Standards and Code of Conduct; Defamation, Privacy and Copyright Issues; Fake News and Verification; Role of Television in Democracy and Public Opinion; TRP and Media Responsibility; Critical Analysis of Television News and Entertainment Content; Emerging Trends in Television and OTT Platforms; Portfolio Development and Final Production Project.	15
Suggested Readings: ☐ Herbert Zettl – <i>Television Production Handbook</i>. ☐ Gerald Millerson & Jim Owens – <i>Television Production</i>. ☐ Andrew Boyd – <i>Broadcast Journalism: Techniques of Radio and Television News</i>. ☐ K.M. Shrivastava – <i>Radio and Television Journalism</i>. ☐ Michael Rabiger – <i>Directing: Film Techniques and Aesthetics</i>. ☐ Steve Cartwright – <i>Pre-Production Planning for Video, Film and Multimedia</i>. ☐ Al Tompkins – <i>Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>. ☐ Robert B. Musburger – <i>Single-Camera Video Production</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: B350303T	Course Title: Mobile Journalism	

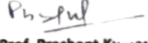

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(Coordinator)

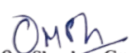
Course Outcome:

1. Understand the concepts, principles, and evolution of Mobile Journalism (MoJo) in the digital media environment.
2. Demonstrate proficiency in using smartphones and mobile applications for news gathering, photography, videography, audio recording, and live reporting.
3. Produce professional-quality multimedia news content by applying mobile shooting, editing, scripting, and storytelling techniques.
4. Apply ethical, legal, and safety standards while practicing mobile journalism across various digital platforms.
5. Create and publish engaging multimedia stories optimized for social media, digital news platforms, and mobile-first audiences.

Credits:4		Core Course 3
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Introduction to Mobile Journalism : Concept, definition and evolution of Mobile Journalism (MoJo); importance of mobile journalism in contemporary media; role of smartphones in news production; characteristics of mobile-first journalism; advantages and limitations of MoJo; mobile journalism workflow; types of mobile journalism content; understanding mobile newsroom operations; smartphone hardware and operating systems; essential accessories including microphones, tripods, gimbals, lenses and lighting equipment; selecting appropriate mobile journalism applications; current trends and future prospects of mobile journalism.	15
II	Mobile News Gathering and Multimedia Production : Principles of mobile photography and photojournalism; framing, composition and visual storytelling; mobile videography techniques; camera angles, shot composition and camera movements; recording high-quality audio using smartphones; interviewing techniques for mobile journalists; field reporting and live reporting; scripting for mobile news stories; capturing B-roll and cutaway shots; file management and data backup; techniques for gathering news in challenging environments; ensuring accuracy, speed and credibility in mobile reporting.	15
III	Mobile Editing, Storytelling and Content Publishing : Mobile video editing techniques; editing using professional mobile applications; audio editing and podcast production; writing headlines, captions and mobile-friendly news scripts; multimedia storytelling principles; creating reels, short videos and vertical content; graphics, subtitles and visual effects; optimizing content for websites, YouTube and social media platforms; live streaming techniques; audience engagement strategies; analytics and performance measurement for mobile content.	15
IV	Ethics, Safety and Emerging Trends in Mobile Journalism : Ethical principles in mobile journalism; verification of user-generated content (UGC); fact-checking and combating misinformation; copyright, privacy and consent issues; digital security for mobile journalists; cyber safety during field reporting; reporting in emergencies and conflict situations; artificial intelligence tools in mobile journalism; drone-assisted mobile reporting (overview); immersive storytelling and emerging technologies; case studies of successful mobile journalism projects; future opportunities and career prospects in mobile journalism.	15

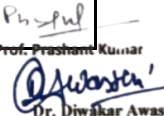
Suggested Readings:

- ☐ Ivo Burum & Stephen Quinn – *MOJO: The Mobile Journalism Handbook*.
- ☐ Stephen Quinn – *Mobile Journalism: A Practical Guide*.
- ☐ Robb Montgomery – *Smartphone Video Storytelling*.
- ☐ Glen Mulcahy – *Mobile Journalism Manual*.
- ☐ Richard Koci Hernandez & Jeremy Rue – *Mobile Media Toolkit*.
- ☐ Kevin Briggs – *Journalism Next: A Practical Guide to Digital Reporting and Publishing*.


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Dr. Hariom Kumar


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Dr. Divakar Awasthi
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- ☐ Martin Hirst & John Harrison – *Journalism Ethics: Arguments and Cases*.
- ☐ UNESCO – *Journalism, Fake News & Disinformation: Handbook for Journalism Education and Training*.

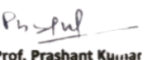
Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:


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Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: B350304T	Course Title: New Media	
Course Outcome: 1. Proficient understanding of new media and its communication impact. 2. Knowledge of the evolution and role of digital technologies in media. 3. Ability to analyze and work with various new media platforms. 4. Skills in creating and managing content for new media channels. 5. Awareness of the societal and cultural impact of new media. 6. Understanding of user-generated content and participatory culture. 7. Recognition of challenges and opportunities in the new media landscape. 8. Development of critical thinking and ethical considerations in new media.		
Credits:3		Minor Course
Max. Marks: 25+75		Min. Passing Marks:
Unit	Topics	No. of Lectures Total=60
I	Introduction to New Media and Digital Communication : Meaning, Nature and Scope of New Media; Evolution of New Media; Characteristics of Digital Communication; Traditional Media vs. New Media; Internet and World Wide Web; Digital Convergence; Web 2.0 and Web 3.0 Concepts; Role of New Media in Society and Communication; Emerging Trends in Digital Media.	15
II	New Media Platforms and Content Creation : Social Media Platforms (Facebook, Instagram, X, LinkedIn, YouTube); Blogs and Microblogs; Podcasts and Live Streaming; User-Generated Content (UGC); Content Planning and Content Calendar; Multimedia Storytelling; Digital Writing Techniques; Search Engine Optimization (SEO); Social Media Management Tools; Analytics and Audience Engagement.	15
III	Social, Cultural and Ethical Dimensions of New Media : Social and Cultural Impact of New Media; Digital Citizenship; Online Communities; Participatory Culture; Influencer Culture; Fake News, Misinformation and Disinformation; Cyber Ethics; Privacy and Data Protection; Copyright and Intellectual Property in Digital Media; Digital Divide and Media Literacy.	15

IV	Emerging Trends, Opportunities and Practical Applications : Mobile Journalism (MoJo); Artificial Intelligence (AI) in Media; Digital Marketing Basics; Online Branding and Reputation Management; Monetization of Digital Content; OTT Platforms; Challenges and Opportunities in New Media; Future of Digital Communication; Practical Content Creation Project and Portfolio Development.	15
Suggested Readings: ☐ Terry Flew – <i>New Media: An Introduction</i> . ☐ Vin Crosbie – <i>What is New Media?</i> . ☐ Leah A. Lievrouw & Sonia Livingstone – <i>Handbook of New Media</i> . ☐ Vincent Miller – <i>Understanding Digital Culture</i> . ☐ Christian Fuchs – <i>Social Media: A Critical Introduction</i> . ☐ Keval J. Kumar – <i>Mass Communication in India</i> . ☐ Nicholas Negroponte – <i>Being Digital</i> . ☐ Henry Jenkins – <i>Convergence Culture: Where Old and New Media Collide</i> . ☐ Janet Jones & Lee Salter – <i>Digital Journalism</i> . ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i> .		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

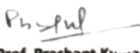

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Dr. Hariom Kumar


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Prof. Prashant Kumar

Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: VOC 188	Course Title: Advertising Practices	
Course Outcome: 1. Comprehensive understanding of advertising concepts and principles. 2. Knowledge of the role of advertising in the media and communication industry. 3. Proficiency in analyzing various forms and channels of advertising. 4. Skills in creating impactful and effective advertising campaigns. 5. Awareness of ethical considerations in advertising practices. 6. Understanding the influence of advertising on consumer behavior. 7. Competence in planning and executing advertising strategies. 8. Insight into the business aspects of advertising agencies.		
Credits:3		SEC
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Advertising : Meaning, Nature and Scope of Advertising; History and Evolution of Advertising; Functions and Objectives of Advertising; Types of Advertising; Advertising Process; Advertising Communication Models (AIDA, DAGMAR); Role of Advertising in Marketing; Advertising and Integrated Marketing Communication (IMC); Role of Advertising in Society and Economy.	15

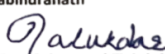
II	Advertising Media, Consumer Behaviour and Campaign Planning : Advertising Media: Print, Radio, Television, Outdoor, Digital and Social Media; Media Planning and Media Selection; Target Audience and Market Segmentation; Consumer Behaviour and Buying Decision Process; Advertising Research; Advertising Budget; Campaign Planning and Strategy; Brand Positioning and Brand Image.	15
III	Creative Advertising and Ethical Practices : Creative Strategy in Advertising; Copywriting Techniques; Headlines, Slogans and Taglines; Visual Design and Layout; Storyboarding; Advertising Appeals; Production of Print, Radio, Television and Digital Advertisements; Ethics in Advertising; Advertising Standards Council of India (ASCI); Misleading Advertisements; Case Studies of Successful Advertising Campaigns.	15
IV	Advertising Agency Operations and Emerging Trends : Structure and Functions of an Advertising Agency; Client Servicing; Account Planning; Media Buying; Production Department; Digital Advertising; Influencer Marketing; Search Engine Marketing (SEM); Social Media Advertising; AI in Advertising; Measuring Advertising Effectiveness; Portfolio Development and Campaign Presentation.	15
Suggested Readings: □ Belch, George E. & Belch, Michael A. – <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. □ Wells, William, Burnett, John & Moriarty, Sandra – <i>Advertising: Principles and Practice</i>. □ Batra, Rajeev, Myers, John G. & Aaker, David A. – <i>Advertising Management</i>. □ Jethwaney, Jaishri & Jain, Shruti – <i>Advertising Management</i>. □ Chunawalla, S.A. & Sethia, K.C. – <i>Foundations of Advertising: Theory and Practice</i>. □ Kleppner, Otto – <i>Advertising Procedure</i>. □ Aaker, David A. & Myers, John G. – <i>Advertising Management</i>. □ Keval J. Kumar – <i>Mass Communication in India</i>. □ Hackley, Chris – <i>Advertising and Promotion</i>. □ Arens, William F., Weigold, Michael F. & Arens, Christian – <i>Contemporary Advertising and Integrated Marketing Communications</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		


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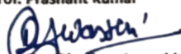

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Second	Semester: Third
Course Code: Z031301	Course Title: Physical Education and Yoga	
Course Outcome: 1. Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. 2. The student will also learn about the relation of Yoga with mental health and value Education. 3. In this course student will also learn about the aspects of the Traditional games of India.		

Credits:2		Co- Curricular
Max.Marks: 25+75		Min.PassingMarks: 10+25
Unit	Topics	No.of Lectures Total=60
I	Physical Education: Meaning, Definition, Aim and Objective. Misconception About Physical Education. Need, Importance and Scope of Physical Education in the Modern Society. Physical Education Relationship with General Education. Physical Education in India before Independence. Physical Education in India after Independence	15
II	Concept of Fitness and Wellness: Meaning, Definition and Importance of Fitness and Wellness, Components of Fitness, Factor Affecting Fitness and Wellness. Weight Management: Meaning and Definition of Obesity. Causes of Obesity. Management of Obesity. Health problems due to Obesity. Lifestyle: Meaning, Definition, Importance of Lifestyle. Factor affecting Lifestyle. Role of Physical activity in the maintains of Healthy Lifestyle.	15
III	Yoga and Meditation: Historical aspect of yoga. Definition, types scopes & importance of yoga. Yoga relation with mental health and value education. Yoga relation with Physical Education and sports. Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deep breathing. Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.	15
IV	Traditional Games of India: Meaning. Types of Traditional Games - Gilli- Danda Kanche Stapu Gutte, etc. Importance/ Benefits of Traditional Games. • How to Design Traditional Games. Recreation in Physical Education: Meaning, Definition of Recreation, Scope and Importance of Recreation, General Principles of Recreation, Types of Recreational Activities. Aerobics and Zumba.(Fit India Movement)	15
Suggested Readings 1. Singh, Ajmer, Physical Education and Olympic Abhiyan, "Kalayani Publishers", New Delhi, Revised Addition, 2006 2. Patel, Shri krishna, Physical Education, "Agrawal Publishers", Agra, 2014-15 3. Panday, Preeti, Sharirik Shiksha Sankalan, " Khel Sanskriti Prakashan, Kanpur 4. Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications. 5. B.K.S. Yengar, &quot;Light and Yog. Yoga Deepika&quot;, George Allen of Unwin Ltd., London,1981. 6. BrajBilari Nigam, Yoga Power &quot;TheKpath of Personal achievement&quot; Domen and Publishers, New Delhi, 2001. 7. Indira Devi, &quot;Yoga for You&quot;, Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001. 8. Jack Peter, &quot;Yoga Master the Yogic Powers&quot;, Abhishek Publications, Chandigarh, 2004. 9. Janice Jerusalem, &quot;A Guide To Yoga&quot; Parragon Bath, Baiihe-2004. 10. नारंग, प्रियंका, परम्परागत भारतीय खेल, " स्पोर्ट ्स पब्लिकेशन" , नई प्रिल्ली, 2007		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		


Prof. Virendra Kr Vyas

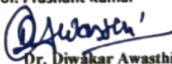

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Second	Semester: Fourth
Course Code: B350401T	Course Title: Media Research	
Course Outcome: 1. In-depth knowledge of media research principles and methodologies. 2. Critical analysis and interpretation skills for media-related data. 3. Proficiency in utilizing various research methods in media studies. 4. Understanding the significant role of media research in decision-making. 5. Practical experience in designing and conducting media research projects. 6. Ability to analyze the impact of media on society and culture through research. 7. Effective presentation and communication skills for research findings. 8. Awareness and application of ethical considerations in media research.		
Credits:4		Core Course-1
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Media Research : Meaning, Nature and Scope of Research; Concept and Importance of Media Research; Types of Research (Basic, Applied, Qualitative and Quantitative); Research Process; Identification of Research Problem; Research Objectives and Hypothesis; Variables in Research; Review of Literature; Research Ethics and Plagiarism.	15
II	Research Design and Data Collection Methods : Research Design; Sampling Techniques; Census and Sample; Methods of Data Collection; Survey Research; Interview Method; Questionnaire Design; Observation Method; Focus Group Discussion (FGD); Content Analysis; Case Study Method; Reliability and Validity in Research.	15
III	Data Analysis and Interpretation : Classification and Tabulation of Data; Introduction to Statistics in Media Research; Measures of Central Tendency; Data Presentation using Tables, Charts and Graphs; Interpretation of Data; Audience Research; TRP and Readership Surveys; Social Media Analytics; Research Report Writing; Presentation of Research Findings.	15
IV	Applications of Media Research : Media Audience Research; Advertising and Public Relations Research; Communication Campaign Evaluation; Digital Media Research; Opinion Polls and Exit Polls; Media Effects Research; Ethical Issues in Media Research; Contemporary Trends in Media Research (AI, Big Data and Digital Analytics); Practical Research Project and Viva Presentation.	15
Suggested Readings: ☐ Wimmer, Roger D. & Dominick, Joseph R. – <i>Mass Media Research: An Introduction</i> . ☐ Berger, Arthur Asa – <i>Media and Communication Research Methods</i> . ☐ Jensen, Klaus Bruhn – <i>A Handbook of Media and Communication Research</i> . ☐ C.R. Kothari – <i>Research Methodology: Methods and Techniques</i> . ☐ R. Kumar – <i>Research Methodology: A Step-by-Step Guide for Beginners</i> . ☐ Earl Babbie – <i>The Practice of Social Research</i> . ☐ Keval J. Kumar – <i>Mass Communication in India</i> . ☐ Arthur Berger – <i>Media Research Techniques</i> . ☐ David Machin & David Gauntlett – <i>Visual Methods in Media Research</i> . ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i> .		

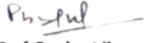

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Dr. Om Shankar Gupta


Prof. Manukonda Rabinranath


Dr. Hariom Kumar


Dr. Himawati Talukdar


Prof. Prashant Kumar

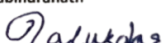

Dr. Divakar Awasthi
(Coordinator)

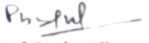
Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:


Prof. Virendra Kr Vyas


Prof. Manukonda Rabindranath


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Second	Semester: Fourth
Course Code: B350402T	Course Title: Media Organization & Management	
Course Outcome: 1. Comprehensive understanding of media organizational structures. 2. Application of management principles in the context of media organizations. 3. Proficiency in leadership and decision-making within a media setting. 4. Insight into the challenges and dynamics specific to media management. 5. Ability to foster creativity and innovation in media organizations. 6. Skills in strategic planning and implementation in the media industry. 7. Awareness and application of ethical considerations in media management. 8. Knowledge of emerging trends and technologies shaping media organizations.		
Credits:4		Core Course-2
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No .of Lectures Total=60
I	Fundamentals of Media Organization and Management : Meaning, Nature and Scope of Media Management; Evolution of Media Organizations; Principles and Functions of Management (Planning, Organizing, Staffing, Directing and Controlling); Organizational Structure of Print, Broadcast and Digital Media; Ownership Patterns in Media (Private, Public, Corporate and Cooperative); Roles and Responsibilities of Media Managers; Leadership Styles in Media Organizations.	15
II	Media Planning, Human Resource and Financial Management : Strategic Planning in Media Organizations; Decision-Making Process; Human Resource Management in Media; Recruitment, Training and Performance Appraisal; Financial Management; Budgeting and Cost Control; Revenue Models of Print, Television, Radio and Digital Media; Advertising and Subscription Models; Project and Resource Management.	15
III	Media Operations, Ethics and Innovation : Newsroom and Production Management; Editorial Management; Programming and Scheduling; Quality Control in Media Production; Crisis and Risk Management; Media Ethics and Corporate Governance; Corporate Social Responsibility (CSR); Creativity and Innovation in Media Organizations; Case Studies of Leading Media Organizations.	15
IV	Emerging Trends and Contemporary Media Management : Digital Transformation in Media; AI and Automation in Media Organizations; Media Entrepreneurship and Start-ups; OTT Platforms and Digital Newsrooms; Data-Driven Decision Making; Audience Analytics; Change Management; Future of Media Management; Practical Organizational Analysis and Media Management	15

	Project.	
Suggested Readings: ☐ Alan B. Albarran – <i>Management of Electronic and Digital Media</i> . ☐ Lucy Kūng – <i>Strategic Management in the Media: Theory to Practice</i> . ☐ Gillian Doyle – <i>Understanding Media Economics</i> . ☐ Peter Pringle, Michael Starr & William McCavitt – <i>Electronic Media Management</i> . ☐ C.S. Rayudu – <i>Media and Communication Management</i> . ☐ Keval J. Kumar – <i>Mass Communication in India</i> . ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i> .		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: B.Sc. in Media Communication	Year: Second	Semester: Fourth
Course Code: B350403T	Course Title: Global Media Scenario	
Course Outcome: 1. In-depth understanding of the global media landscape. 2. Critical analysis of cultural, economic, and political influences on global media. 3. Insight into the role and influence of international media organizations. 4. Examination of challenges and opportunities in global media communication. 5. Competence in cross-cultural communication within the global media context. 6. Awareness of the impact of media globalization on local cultures. 7. Understanding the role of media in shaping global narratives and perceptions. 8. Analysis of the impact of technology on global media trends.		
Credits:4		Core Course-3
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Introduction to Global Media : Meaning, Nature and Scope of Global Media; Evolution of Global Media Systems; Globalization and Media; International Communication; Major Global Media Models; Media Ownership and Concentration; Global News Flow; Major International News Agencies (Reuters, AP, AFP, Xinhua); Role of Technology in Global Media Expansion.	15
II	Global Media, Culture and Society : Cultural Globalization and Media; Media Imperialism; Cultural Diversity and Identity; Political Economy of Global Media; Role of Media in International Politics; Global Entertainment Industry; Representation of Nations and Cultures; Cross-Cultural Communication; Media and Public Diplomacy.	15
III	International Media Organizations and Global Communication Challenges : International Broadcasting Organizations (BBC, CNN, Al Jazeera, DW, NHK); UNESCO and International Communication Policies; Digital Global Media Platforms; Global Media Ethics; Fake News and Disinformation; Freedom of Expression; Media Regulations Across Countries; Challenges and Opportunities in Global Media Communication; Case Studies of International Media Coverage.	15

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Prof. Prashant Kumar

Dr. Om Shankar Gupta

Dr. Hariom Kumar

Dr. Hoimawati Talukdar

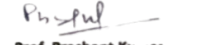
Dr. Diwakar Awasthi
(Coordinator)

IV	Emerging Trends in Global Media : Digital Transformation of Global Media; Social Media and Global Communication; Artificial Intelligence (AI) in Media; OTT Platforms and Streaming Services; Data Journalism; Citizen Journalism; Global Media Trends; Future of International Communication; Practical Analysis of International Media Content and Research Project.	15
Suggested Readings: ☐ Daya Kishan Thussu – <i>International Communication: Continuity and Change</i>. ☐ Daya Kishan Thussu – <i>News as Entertainment: The Rise of Global Infotainment</i>. ☐ Joseph Straubhaar, Robert LaRose & Lucinda Davenport – <i>Media Now: Understanding Media, Culture and Technology</i>. ☐ James Curran & Michael Gurevitch – <i>Mass Media and Society</i>. ☐ Cees J. Hamelink – <i>The Politics of World Communication</i>. ☐ Oliver Boyd-Barrett – <i>Media Imperialism</i>. ☐ Terry Flew – <i>Understanding Global Media</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ Denis McQuail – <i>McQuail's Mass Communication Theory</i>. ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: B.Sc. in Media Communication	Year: Second	Semester: Fourth
Course Code: B350404T	Course Title: Advertising, PR and Event Management	
Course Outcome: 1. Proficiency in the principles and strategies of advertising, PR, and event management. 2. Analytical skills to understand the synergy between advertising, PR, and event management. 3. Competence in developing effective communication and branding strategies. 4. Practical skills in planning, organizing, and executing successful events. 5. Profound knowledge of crisis communication and reputation management in PR. 6. Ethical understanding of advertising and PR practices. 7. Ability to contribute to building a brand's image through media communication. 8. Mastery of the integrated approach in media communication.		
Credits:3		Minor Course
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Advertising, Public Relations and Event Management : Introduction to Advertising, Public Relations and Event Management; Nature, Scope and Objectives; Evolution of Advertising and PR; Principles of Branding and Communication; Integrated Marketing Communication (IMC); Role of Advertising, PR and Events in Brand Building; Types of Events; Event Industry in India; Functions of Advertising Agencies and PR Firms.	15


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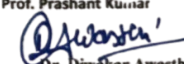

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Prof. Prashant Kumar


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Dr. Hariom Kumar


Dr. Hoimawati Talukdar


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II	Advertising and Public Relations Strategies : Advertising Campaign Planning; Consumer Behaviour and Market Research; Creative Strategy and Copywriting; Media Planning and Media Buying; Public Relations Campaign Planning; Corporate Communication; Media Relations; Press Release Writing; Digital PR; Brand Image and Reputation Management; Integrated Communication Strategy.	15
III	Event Planning, Execution and Crisis Management : Event Planning Process; Event Budgeting; Venue Selection; Sponsorship and Fundraising; Logistics and Vendor Management; Event Promotion; Hospitality Management; Risk Assessment; Crisis Communication; Reputation Management; Post-Event Evaluation; Case Studies of National and International Events.	15
IV	Emerging Trends and Integrated Media Communication : Digital Advertising; Social Media Campaigns; Influencer Marketing; Experiential Marketing; Virtual and Hybrid Events; AI and Automation in Advertising and PR; Event Analytics; Ethics in Advertising and Public Relations; Legal Issues; Integrated Media Communication Projects; Portfolio Development and Campaign Presentation.	15
Suggested Readings: ☐ Scott M. Cutlip, Allen H. Center & Glen M. Broom – <i>Effective Public Relations</i>. ☐ Dennis L. Wilcox & Glen T. Cameron – <i>Public Relations: Strategies and Tactics</i>. ☐ George E. Belch & Michael A. Belch – <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. ☐ S. A. Chunawalla – <i>Advertising: Principles and Practice</i>. ☐ Judy Allen – <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences and Conventions</i>. ☐ Julia Rutherford Silvers – <i>Professional Event Coordination</i>. ☐ Alison Theaker – <i>The Public Relations Handbook</i>. ☐ Keval J. Kumar – <i>Mass Communication in India</i>. ☐ Anne Gregory – <i>Planning and Managing Public Relations Campaigns</i>. ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

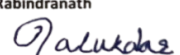
Programme: B.Sc. in Media Communication	Year: Second	Semester: Fourth
Course Code: B350405R	Course Title: Project I	
Course outcomes:		
Credits: 3	Project	
Max. Marks:	Min. Passing Marks:	


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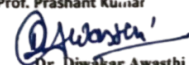

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar

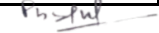

Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication		Year: Second	Semester: Fourth
Course Code: Z041403		Course Title: Community Connect	
Course Outcome:			
1. Comprehensive understanding of community engagement in media communication. 2. Proficiency in devising strategies for effective community connections. 3. Skills in building positive relationships with diverse communities. 4. Understanding the role of media in fostering community partnerships. 5. Ethical awareness in community engagement practices. 6. Effective communication methods for successful community outreach. 7. Knowledge of case studies and best practices in community connect initiatives. 8. Practical skills in designing and implementing community-oriented media projects.			
Credits:2		Co- Curricular	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Unit	Topics	No. of Lectures Total=60	
I	Meaning, Nature and Scope of Community Engagement; Concept of Community Development; Principles and Objectives of Community Communication; Role of Media in Community Development; Participatory Communication; Stakeholders in Community Development; Community Needs Assessment; Government and NGO Initiatives; Community Media (Community Radio, Local Newspapers, Digital Platforms).	15	
II	Community Outreach Programmes; Community Mobilization Techniques; Interpersonal and Group Communication; Building Community Relationships; Communication Strategies for Social Change; Advocacy and Awareness Campaigns; Health, Education and Environmental Communication; Corporate Social Responsibility (CSR) and Community Engagement; Practical Communication Planning.	15	
III	Ethics in Community Communication; Inclusiveness and Diversity; Gender-sensitive Communication; Conflict Resolution in Communities; Community Leadership; Documentation and Reporting; National and International Case Studies of Community Development Projects; Best Practices in Community Participation; Monitoring and Evaluation of Community Programmes.	15	
IV	Designing Community Media Projects; Participatory Video and Mobile Journalism (MoJo); Social Media for Community Engagement; Community Campaign Planning and Execution; Fundraising and Resource Mobilization; Impact Assessment of Community Projects; Emerging Trends in Community Communication; Practical Community Project, Field Visit and Portfolio Development.	15	
Suggested Readings:			
☐ Srinivas R. Melkote & H. Leslie Steeves – <i>Communication for Development: Theory and Practice.</i> ☐ Bella Mody – <i>International and Development Communication: A 21st Century Perspective.</i> ☐ Jan Servaes – <i>Communication for Development and Social Change.</i> ☐ Thomas L. McPhail – <i>Development Communication: Reframing the Role of the Media.</i> ☐ N. Ramakrishna Reddy – <i>Development Communication.</i> ☐ Keval J. Kumar – <i>Mass Communication in India.</i> ☐ Vir Bala Aggarwal & V.S. Gupta – <i>Handbook of Journalism and Mass Communication.</i> ☐ Uma Narula – <i>Development Communication: Theory and Practice.</i> ☐ Wilbur Schramm – <i>Mass Media and National Development.</i> ☐ Everett M. Rogers – <i>Diffusion of Innovations.</i>			


Prof. Virendra Kr Vyas


Prof. Manukonda Rabindranath


Prof. Prashant Kumar


Dr. Om Shankar Gupta


Dr. Hariom Kumar


Dr. Himawati Talukdar


Dr. Diwakar Awasthi
(Coordinator)

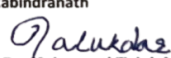
Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

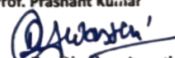

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Dr. Hariom Kumar


Prof. Manukonda Rabindranath


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwaker Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Third	Semester: Fifth
Course Code: B350501T	Course Title: Business Communication and Negotiation	
Course Outcome: 1. Proficiency in effective business communication for diverse contexts. 2. Understanding and application of successful negotiation principles and techniques. 3. Enhanced interpersonal communication skills in a professional environment. 4. Ability to craft persuasive and informative business messages. 5. Proficiency in employing verbal and non-verbal communication strategies. 6. Awareness and appreciation of cultural aspects in business communication. 7. Development of negotiation skills for achieving mutually beneficial outcomes. 8. Practice of ethical communication and negotiation practices in a business setting.		
Credits:5		Core Course-1
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Business Communication : Introduction to Business Communication: Nature, Process and Importance, Objectives and Principles of Effective Communication, Communication Models and Barriers, Verbal and Non-verbal Communication, Listening Skills and Feedback Mechanisms, Interpersonal Communication Skills, Cross-cultural Communication in Business	15
II	Business Writing and Professional Communication : Business Correspondence: Letters, Emails and Memos, Report Writing and Proposal Writing, Business Presentations and Public Speaking, Resume, Cover Letter and Job Interview Skills, Persuasive and Informative Business Messages, Digital and Social Media Communication in Business, Communication Etiquette and Professionalism	15
III	Negotiation Principles and Strategies : Introduction to Negotiation: Meaning, Scope and Importance, Types and Styles of Negotiation, Negotiation Process and Planning, Communication Skills in Negotiation, Conflict Resolution and Problem Solving, Persuasion and Influence Techniques, Cross-cultural and International Negotiation	15
IV	Ethical Communication and Negotiation Practices : Ethics in Business Communication and Negotiation, Corporate Communication and Stakeholder Management, Crisis Communication, Team Communication and Leadership Communication, Negotiation Case Studies (Business, Marketing and HR)	15

Suggested Readings:

- ☐ Business Communication Today – Courtland L. Bovee and John V. Thill, Pearson.
- ☐ Business Communication: Building Critical Skills – Kitty O. Locker and Donna S. Kienzler, McGraw-Hill.
- ☐ Essentials of Business Communication – Mary Ellen Guffey, Cengage Learning.
- ☐ Getting to Yes: Negotiating Agreement Without Giving In – Roger Fisher, William Ury and Bruce Patton.
- ☐ Negotiation Genius – Deepak Malhotra and Max H. Bazerman.
- ☐ Communication for Business – Shirley Taylor, Pearson.
- ☐ The Mind and Heart of the Negotiator – Leigh L. Thompson, Pearson.
- ☐ Business Communication – Meenakshi Raman and Prakash Singh, Oxford University Press.
- ☐ Professional Communication – Aruna Koneru, Tata McGraw-Hill.
- ☐ Crucial Conversations: Tools for Talking When Stakes Are High – Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler.

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

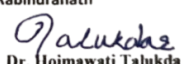
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Prof. Virendra Kr Vyas

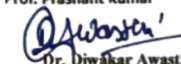

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Third	Semester: Fifth
Course Code: B350502T	Course Title: Marketing Communication for Special Events	
Course Outcome: 1. Comprehensive understanding of the role of marketing communication in special events. 2. Proficiency in creating targeted and impactful marketing communication strategies. 3. Skills in integrating traditional and digital marketing channels for special events. 4. Practical knowledge of planning and executing successful marketing communication campaigns for events. 5. Insight into the unique challenges and opportunities in marketing communication for special events. 6. Analytical skills through case studies of successful marketing communication in event management. 7. Practical skills in designing and implementing marketing communication plans for special events. 8. Ethical awareness in the context of marketing communication for special events.		
Credits:5		Core Course-2
Max.Marks: 25+75		Min.PassingMarks: 10+25
Unit	Topics	No.of Lectures Total=60
I	Fundamentals of Marketing Communication for Special Events : Meaning, Nature and Scope of Marketing Communication; Concept and Types of Special Events (Corporate, Cultural, Sports, Political, Social and Entertainment Events); Role of Marketing Communication in Event Success; Integrated Marketing Communication (IMC) for Events; Event Branding and Positioning;	15

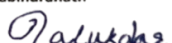
	Target Audience Identification; Event Marketing Mix; Communication Models for Events.	
II	Marketing Communication Strategies and Digital Integration : Event Promotion Strategies; Advertising for Events; Public Relations and Media Relations; Digital Marketing and Social Media Campaigns; Content Marketing; Influencer Marketing; Email and Mobile Marketing; Sponsorship and Partnership Communication; Traditional and Digital Media Integration; Audience Engagement Techniques.	15
III	Planning, Execution and Evaluation of Event Communication Campaigns : Marketing Communication Planning Process; Budgeting and Resource Allocation; Campaign Scheduling; Creative Message Design; Event Publicity Materials; Crisis Communication for Events; Event Execution and Coordination; Monitoring and Evaluation of Campaign Performance; Case Studies of Successful National and International Events.	15
IV	Ethics, Emerging Trends and Practical Applications : Ethical Issues in Event Marketing Communication; Legal Aspects of Event Promotion; Consumer Protection and Advertising Standards; AI and Digital Innovations in Event Marketing; Experiential and Hybrid Event Marketing; Global Trends in Event Communication; Sustainable Event Marketing; Practical Development of an Event Marketing Communication Plan; Campaign Presentation and Portfolio Development.	15
Suggested Readings: ☐ Belch, George E. & Belch, Michael A. – <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. ☐ Shimp, Terence A. – <i>Integrated Marketing Communications in Advertising and Promotion</i>. ☐ Judy Allen – <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences and Conventions</i>. ☐ Julia Rutherford Silvers – <i>Professional Event Coordination</i>. ☐ Philip Kotler & Kevin Lane Keller – <i>Marketing Management</i>. ☐ Anne Gregory – <i>Planning and Managing Public Relations Campaigns</i>. ☐ Clow, Kenneth E. & Baack, Donald – <i>Integrated Advertising, Promotion and Marketing Communications</i>. ☐ S. A. Chunawalla – <i>Advertising, Sales and Promotion Management</i>.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Prof. Virendra Kr Vyas

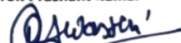

Dr. Om Shankar Gupta


Prof. Manukonda Rabindranath


Dr. Hariom Kumar


Dr. Hoimawati Talukdar


Prof. Prashant Kumar


Dr. Diwakar Awasthi
(Coordinator)

Programme: B.Sc. in Media Communication	Year: Third	Semester: Fifth
Course Code: B350503T	Course Title: Brand Management	

Course Outcome:

1. A solid understanding of the fundamentals and principles of brand management.
2. Analytical skills to assess the role of branding in influencing consumer perceptions.
3. Proficiency in creating and maintaining a strong brand identity.
4. Strategic knowledge of brand positioning and differentiation.
5. Insight into the importance of brand equity for overall business success.
6. Skills in planning and implementing brand extension and expansion strategies.
7. Analytical ability through the study of successful brand management case studies.
8. The capability to develop a comprehensive brand management plan for a given scenario.

Credits:5		Core Course-3
Max.Marks: 25+75		Min.PassingMarks: 10+25
Unit	Topics	No.of Lectures Total=60
I	Fundamentals of Branding and Brand Identity : Introduction to Branding and Brand Management, Importance and Functions of Brands, Types of Brands (Product, Corporate, Service, Personal, Digital), Brand Elements: Name, Logo, Tagline, Colour, Packaging and Design, Brand Identity vs Brand Image vs Brand Personality, Consumer Perception and Brand Associations, Branding Process and Brand Lifecycle	15
II	Brand Positioning, Equity and Consumer Behaviour : Consumer Behaviour and Brand Choice, Market Segmentation, Targeting and Positioning (STP), Brand Positioning Strategies, Competitive Differentiation, Brand Equity: Concept, Dimensions and Measurement, Customer-Based Brand Equity (CBBE Model), Brand Loyalty and Brand Awareness	15
III	Brand Strategy and Brand Growth : Brand Architecture and Brand Portfolio, Brand Communication and Integrated Marketing Communication (IMC), Brand Experience and Customer Engagement, Digital Branding and Social Media Branding, Brand Extension and Line Extension, Brand Expansion Strategies, Managing Brand Reputation and Crisis	15
IV	Brand Management Applications and Case Studies : Brand Performance Evaluation, Measuring Brand Success using KPIs, National and Global Brand Management Practices, Successful Indian Brand Case Studies, International Brand Case Studies, Brand Revitalization and Rebranding, Developing a Comprehensive Brand Management Plan (Project/Presentation)	15

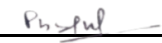
SuggestedReadings:

- ☐ Strategic Brand Management – Kevin Lane Keller, Pearson Education.
- ☐ Building Strong Brands – David A. Aaker, Free Press.
- ☐ Managing Brand Equity – David A. Aaker, Free Press.
- ☐ Brand Leadership – David A. Aaker and Erich Joachimsthaler, Free Press.
- ☐ Marketing Management – Philip Kotler and Kevin Lane Keller, Pearson Education.
- ☐ Principles of Marketing – Philip Kotler and Gary Armstrong, Pearson Education.
- ☐ Contemporary Advertising and Integrated Marketing Communications – William F. Arens, Michael F. Weigold, and Christian Arens.
- ☐ The New Strategic Brand Management – Jean-Noël Kapferer, Kogan Page.
- ☐ Positioning: The Battle for Your Mind – Al Ries and Jack Trout.
- ☐ Brand Sense – Martin Lindstrom, Kogan Page.

SuggestedContinuousEvaluationMethods:

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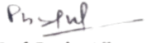
Suggested equivalent online courses:

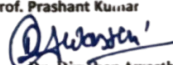
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Programme: B.Sc. in Media Communication	Year: Third	Semester: Fifth
Course Code: B350504T	Course Title: Cyber Security for Media Professionals	
Course Outcome: 1. Understand the fundamentals of cyber security, cyber threats, cybercrime, and their relevance to digital media and journalism. 2. Identify common cyber attacks on media organizations and apply safe digital practices for protecting devices, accounts, and online communication. 3. Demonstrate knowledge of cyber laws, data privacy, digital ethics, and legal responsibilities related to media professionals. 4. Use secure digital tools, encryption techniques, password management, and cloud security practices for media production and communication. 5. Analyze cyber incidents affecting journalism, social media, and digital newsrooms, and develop appropriate response strategies.		
Credits: 5		SEC
Max. Marks: 25+75		Min. Passing Marks: 10+25
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Cyber Security and Digital Media : Introduction to cyber security, cyberspace and cybercrime; importance of cyber security in the digital media ecosystem; digital transformation of journalism; information assets and digital identity; types of cyber threats including malware, viruses, ransomware, spyware, phishing, social engineering and identity theft; hacking concepts, ethical hacking and cyber criminals; cyber security terminology; security principles including confidentiality, integrity and availability (CIA Triad); cyber security challenges faced by media organizations and digital newsrooms.	15
II	Securing Digital Communication and Media Platforms : Password security and multi-factor authentication; secure email communication; phishing detection and prevention; secure browsing practices; social media security; protection of professional accounts; mobile device security; cloud storage security; safe file sharing; securing online meetings and virtual collaboration platforms; cyber hygiene practices; digital footprint management; backup and recovery techniques; cyber security for journalists working in the field.	15
III	Cyber Laws, Privacy and Ethical Issues in Media : Introduction to cyber law; overview of the Information Technology Act, 2000 and its amendments; digital evidence and cyber forensics basics; privacy and data protection principles; intellectual property rights in digital media; copyright infringement and piracy; fake news and misinformation; ethical issues in cyberspace; cyber bullying, cyber stalking and online harassment; responsibilities of media professionals in protecting user data and maintaining ethical standards.	15

IV	Cyber Security Risk Management and Emerging Technologies : Cyber security policies for media organizations; risk assessment and incident response planning; cyber security in digital newsrooms; securing content management systems (CMS); website security basics; Artificial Intelligence in cyber security; blockchain applications in digital media security; Internet of Things (IoT) security awareness; cybersecurity trends and future challenges; case studies of cyber attacks on media organizations; best practices for cyber resilience and business continuity.	15
Suggested Readings: ☐ Nina Godbole & Sunit Belapure – <i>Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives.</i> ☐ William Stallings – <i>Network Security Essentials: Applications and Standards.</i> ☐ Charles P. Pfleeger & Shari Lawrence Pfleeger – <i>Security in Computing.</i> ☐ Michael E. Whitman & Herbert J. Mattord – <i>Principles of Information Security.</i> ☐ Deborah Russell & G.T. Gangemi – <i>Computer Security Basics.</i> ☐ Bruce Schneier – <i>Secrets and Lies: Digital Security in a Networked World.</i> ☐ Eric Cole – <i>Cybersecurity for Everyone.</i> ☐ Indian Computer Emergency Response Team (CERT-In) Guidelines and Best Practices.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
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Programme: B.Sc. in Media Communication	Year: Third	Semester: Fifth
Course Code: B350505R	Course Title: Project II	
Course outcomes:		
Credits: 5	Project	
Max. Marks:	Min. Passing Marks:	


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Programme: B.Sc. in Media Communication	Year: Third	Semester: Fifth
Course Code: B350601A	Course Title: Apprenticeship with Industry	
Course outcomes:		

Credits: 25	
Max. Marks:	Min. Passing Marks:


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