



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४२१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

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आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील
विविध संलग्नित महाविद्यालयांचे चालणारे
पदव्युत्तर विषयांचे सी.बी.सी.एस. पॅटर्नचे
अभ्यासक्रम शैक्षणिक वर्ष २०२०-२१ पासून
लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २० जून २०२० रोजी संपन्न झालेल्या ४७ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १३/४७-२०२० च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील पदव्युत्तर स्तरवरील खालील विषयांचे C.B.C.S. (Choice Based Credit System) Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१ पासून लागू करण्यात येत आहेत.

- 1) M.A- II Year Fashion Design
- 2) M.A- II Year Music
- 3) Master of Library and Information Science.(Revised)
- 4) M.A- II Year Computer Animation, Vfx & Web.
- 5) Master of Journalism & Media Science.
- 6) M.P.Ed. II Year.
- 7) M.S.W. II Year. (Affiliated College)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदव्युत्तर-सीबीसीएस
अभ्यासक्रम/२०२०-२१/६७०

दिनांक : ०१.०९.२०२०.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

स्वाक्षरित / -
उपकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)

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Master of Journalism & Media Science



SYLLABUS

(Choice Based Credit System syllabus to be implemented from Academic Year 2020-2021)

Choice-Based Credit System (CBCS): CBCS is a flexible system of learning that permits

- Students to Choose electives from a wide range of elective courses offered by the Colleges.
- To Adopt an inter-disciplinary approach in learning,
- To Make best use of the expertise of available faculty
- The relative importance of subjects of study is quantified in terms of credits.
- The choice based courses may be offered within the faculty and/or across the faculty.
- The evaluation will be on Continuous internal Assessment End Semester Assessment. The final results shall be declared after integration of CIA and ESA
- The declaration of result is based on the grade point average (GPA) earned towards the end of each semester and the Cumulative Grade Point Average (CGPA) earned towards the end of the program.

General Guidelines for the course ----

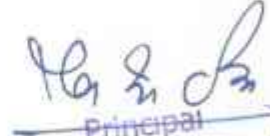
1. Other rules such as admission, passing, duration of the course are same as earlier
2. A minimum of 75 % attendance for lectures / practical is the prerequisite for grant of term.
3. External Practical should examine by the External Examiner .
4. One chance to be given to the students who are not appear or not succeed in the examination as per old syllabus. As soon as authorities gives sanction for this syllabus, from coming academic semester e.g. from June 2020 this syllabus will come in to force for teaching.

The Medium on Instruction and Examination shall be English or Marathi / Hindi, The questions papers will be in English and Marathi. There will be no change in the Pattern and duration of the Examination and question paper.

The Course structure is as follows –

➤ Learning Objectives of the Program :

- To study different modes, structure and forms of communication
- To acquaint the students with theoretical trends in mass communication
- To sensitize the students with the need and issues of development
- To situate communication within larger context of national-international issues
- To help understand the media dynamics with the help of contemporary theory
- To develop multi-tasking skills


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- o **Learning Outcomes** –After Completion of the course Students can work in the following fields

Reporter
Correspondent
Sub-Editor
Video-Editor
Feature Writer
Photojournalist
Video journalist

One can Publish own News Papers
Public Relations Specialist
Create news suppliers agency
Public Relations Officer
T.V.Anchor



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Master of Journalism & Media Science

Program: MA in Master of Journalism & Media Science (Affiliated Colleges)

Course Structure Under Choice Based Credit System (CBCS)

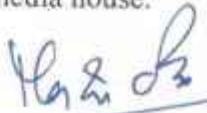
(The student has to complete **minimum 100 credits** to complete program)

1st Semester



S. N	Course code	Title	Core (C)/ Elective (E)	-ESA Exam duration (hr)	Pr.	Max Marks		Total credit
						CIA	ESA	
1	MCJ-C-1101	History And Growth Of Media In India	C	2	00	50	50	4
2	MCJ-C-1102	Information Technology and Journalism	C	2	25	25	50	4
3	MCJ-C-1103	Basics of Public Relations	C	2	25	25	50	4
4	MCJ-C-1104	Mass Media Research	C	2	25	25	50	4
5	MCJ-C-1105	Introduction to Mass Communication	C	2	25	25	50	4
6	MCJ-E-1106*	Radio Journalism	E	2	25	25	50	4
7	MCJ-E-1107*	International Communication	E	2		50	50	4
8		OPEN ELECTIVE from other department/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE			50		2

1. Total Score is of 1800 Marks for 4 Semester, from five core subject students can select any Three subjects, one Elective and one open elective.
2. For the fourth semester there is subject of media attachment of 100 marks (25 marks for open defense and 75 marks for other work: 75 marks is divided in following manners – 15 marks for attendance in media house, 15 marks for news writings (he/she shall submit handwritten copy and printed copy of news/article etc, page layout and overall presentation, 25 marks for selection of news/articles, 15 marks is for overall attitude+ presentation+ knowledge of candidate towards media house) it is responsibility of external examiner & Principal to give marks in above format and submit to university.
3. Responsibility is fixed on the heads of external examiner to evaluate practical and submit the marks to University .
4. Media attachment is of 60 days in fourth semester. He/she should attend physically in any media house either print or electronic and submit the attendance certificate from Editor only. It is expected that students should work minimum 2 hours daily in any media house.


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Paper I --History & Growth of Media in India

Objectives:

1. The student learn to understand the evolution of different media forms in the Course of a historical trajectory that is simultaneously global and national.
2. Students should know about historical aspect of the Indian Media

Learning outcomes :

1. Students should able to understand Indian Freedom Struggle and role of the Media
2. Students should understand various forms of the Media

Unit I –

Print Media : History of the Press in India: Colonial Period National Freedom Movement Post Independence Era Emergency and Post Emergency Era Changing Readership, Print Cultures, Language Press.

Unit II

Some of veteran editors : Balshastri Jambhekar and Darpan, Mahatma Gandhi's role as Editor, Dr. Babasaheb Ambedkar as Editor, Tanubai Birje – Ladies Journalist and Editor, Lokmanaya Tilak as Editor, Acharya Atre and his editorial writings. Anantrao Bhalerao and his writings for Marathwada region.

Unit III

Sound Media :- The coming of Gramophone, Early history of Radio in India, Evolution of All India Radio Programming, Penetration of radio in rural India-Case studies Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet

Unit IV

Visual Media:- The early years of Photography, Lithography and Cinema From Silent Era to the talkies ,Cinema in later decades ,The coming of Television and the State's Development Agenda ,Commercialization of Programming,Formation of Prasar Bharati

Reference Books

1. Sarkar, R.C.S The Press in India (1984) Schand & Co Ltd
2. Rao, Amiya and B.G.Rao. The Press She Could Not Whip Popular Prakashan
3. Srinivasan, R. Crusaders of the 4th Estate (1989) Bharatiya Vidya Bhavan
4. Jeffrey , Robin. India's Newspaper Revolution (2000) OUP
5. Basu, Durga Das. The Laws of the Press in India (1962) Asia Publishing House, Bombay. Natarajan, S.
6. A History of the Press in India (1962) Asia Publishing House, Bombay
7. Moraes , Frank. Witness to an Era (1977) vikas Publishing House, Delhi
8. Natarajan, J A History of Indian Journalism (1955,) Publishing Division, New Delhi .
9. Freedom Movement and the Press: The Role of Hindi Newspapers(1990), Criterion Pub.

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Paper II - Information Technology and Journalism



Objectives:-

1. To introduce Information Technology and its importance to students.
2. To develop Information Technology skills among students
3. To teach how to apply IT in Journalism

Course Outcomes:-

1. After studying the course students will able to understand computer and its functions
2. Students should know about relation of journalism and Technology.
3. After studying students will able to understand importance of IT in media.

Unit-I

FUNDAMENTALS OF COMPUTER & IT

Introduction to Computers, Block diagram, Characteristics, Generations, Data Representation: Binary, ASCII, EBCDIC, UNICODE Number systems: Binary, Octal, Decimal and Hexadecimal Computer Configuration.

Use of MODEM and functions.

Unit- II

COMPUTER HARDWARE AND SOFTWARE

Hardware components: Input Devices Motherboard, CPU, Output Devices, Memory, and Type of Memory: Primary and Secondary. Computer Software: Meaning and Types System software: Types – System control Software, System support Software, System Development Software Operating Systems: Meaning, Types, commands and Working Application software, utility software (in brief) & Features of MS windows & MS Office

Unit- III

OPERATING SYSTEMS

Introduction to Operating Systems, Types, Functions, Introduction to DOS, Windows, UNIX, LINUX, Macintosh, Android, Simian. Concepts Related to Windows: Taskbar, Desktop, Icon, Menu-Pull Down, Popup, Toolbar, Status Bar, Tray, Controls, Dialog Box, and Message Box. Control Panel, Recycle Bin, Recovery Disk.

Unit IV

Translator, search engine, online docs--Compiler, Interpreter, Translators. Search Engine: Working, Development, Famous Search Engines.

Unit V

Internet emails, Mobile communication

Concept and Meaning of Internet, a Brief History of the Internet, Applications of the Internet Internet Requirement: Hardware and Software, Internet Security, Internet, Terminology

Reference books:-

1. Information Technology In Journalism, Ajay S. Jasra and Gupta Om, 2006, Kanishka Prakshan,
2. Information Technology in Journalism, 1 January 2009, Bansal S. K., APH Publishing Corporation
3. Media Convergence Handbook - Vol. Artur Lugmayr Cinzia Dal Zotto, Springer-Verlag Berlin Heidelberg
4. The Online Journalist: Using the Internet and Other Electronic Resources, Randy Reddick, Harcourt College Pub; 2nd edition (December 1996)

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Paper- III Basics of Public Relations

Objectives:-

1. After studying the course students will be able to understand the Communication and Public Relations discipline.
2. He will understand the importance of Public Relations.
3. He will be able to organise media events.

Course Outcome

1. Students will be able to communicate in good manner to Press Persons
2. They will be able to conduct press conferences and mega events
3. Students will be able to know various practices of Public Relations and Corporate Communications.

Unit-I

Meaning and Definitions of Public Relations, study of various definitions with suitable examples. Basic elements of Public Relations, Nature, role and scope of Public Relations, Public Relations as a tool of modern management – Public Relations role in the Indian Setting- Developing economy.

Unit-II

Public Relations as distinct from other forms of Communication, Public Relations and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, Public Relations and Corporate Marketing Services.

Unit-III

Historical Perspective-Industrial revolution-the beginnings of Public Relations – Pioneers-Ivy Lee in America – Technological and media revolution in the Society- Public Relations during First and Second World Wars – The Development of Indian Public Relations, Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of Public Relations in India.

Unit-III

Public Opinion – Meaning and Definition- Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of Public Relations in opinion formation-persuasion.

The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of Public Relations – IRSI – Code of Ethics.

RECOMMENDED BOOKS:

1. The Process and Effects of Mass Communication - Schramm, Wilbur
2. Public Relations (Illinoi,1981) - Moore, Frazier H.
3. Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H.
4. Practical public Relations, Universal – 1994 - Black Sam

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Paper IV - Mass Media Research



Objective:

1. To introduce students to the basic concept of research, its approaches, its scope and Limitations, Tools and techniques
2. To make students understand the link and importance of research in media education
3. To equip students with necessary skills to undertake a mass media research project

Course Outcome-

1. After studying the course students will understand the role of research in Media
2. Students will know the various types of research and importance of research
3. Students will understand various methods of research

Unit - I

Introduction to Research :

Concepts: Introduction to Research – definition, types, need for research

Scientific research – basic principles: empiricism, verifiability, generalization Understanding different methods of conducting research: case study, content analysis, semiotics, survey, ethnography

Unit - II

Steps in research :

1. Selection of a research problem
2. Understanding the objectives why this research problem is undertaken
3. Formulation of the research problem statement
4. Hypothesis: meaning and types of hypothesis

Unit - III

Steps in conducting research :

1. Formulation of research design by understanding the following concepts: Sampling procedure- concept of universe and sample size, probability and non-probability sampling, types of probability sampling,

Unit - IV

Sources of data collection & Report writing :

Primary and secondary, Main tools of data collection- observation,

interview, questionnaire, schedule Importance of writing the research report How research report is written: indexing, chapters, citation and references Section II Application of Mass Media Research in Media

References Books:

1. Mass Media Research- Roger Wimmer & Joseph Dominick
2. The Craft of Research, Wayne C. Booth University of Chicago Press; Fourth edition
3. Research Methods: The Basics, Nicholas Walliman, Routledge; 2 edition (8 September 2017)
4. Handbook of Qualitative Research, Norman Denzin, Yvonna Lincoln, American Sociological Association

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Paper –V-Introduction to Mass Communication

Objectives

1. The primary objective of the course is to enable the students acquire an advanced understanding of the fundamentals of human communication, mass media and to provide an overview of the diverse dimensions of media and society.
2. To provide an overview of the process and functions of different types of communication.
3. Develop Historical perspective on human communication, emergence of mass media and characteristics of different media.

Course outcome:

1. Students will be able to understand the functions and responsibilities of the media and about basic communication models.
2. Media impact on society, culture and future of humanity in the information age will also be dealt with.
3. Students will able to understand the various communication skills

Unit I

Communication:

The process, elements and functions. Different types of communication; Basic Communication Models.

Unit- II

Evolution of human communication; Early forms of communication; Emergence of mass society and mass media.

Unit- III

Mass Communication: Characteristics and functions; Different types of mass media: Print, radio, film, TV and new media; Applications of communication technology; Multimedia, Internet, virtual reality, interactive media.

Unit-IV

Mass media in India: Origin and development of the various media: newspapers, magazines, radio, TV: Current media scenario; Media organisations.

Unit-V

Media and Society: Social impact of the media; Media impact on children
Media and culture, The global village; Future of humanity in the information age, Information overload.

Reference Books:

1. Cherry, On Human Communication, Cambridge; The MIT Press, 1978
2. John Fiske, Introduction to Mass Communication Studies, London:Routledge, 1996.
3. William H. Dutton, Society on the Line, New York: Oxford, 1999.
4. Elihu Katz, Mass Media and Social Change, London: Sage, 1981.
5. Keval J. Kumar, Mass Communication in India, Bombay: Jaico, 1994.
6. Durga Das Basu, Law of the Press in India, New Delhi: Prentice-Hall, 1986.
7. Michael R. Real, Mass Mediated Culture, Engelwood: Prentice-Hall, 1977

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Paper – VI-Radio Journalism



Objectives:-

1. To introduce the basic terms and concept of Radio Broadcast
2. To give an overview on Indian Radio industry
3. To create an awareness of development of Radio Broadcast and current Trends

Course Outcome

1. After studying the course students will know the importance of Audio Communication
2. Students will understand the importance of communication method of Audio
3. Students will know about Indian Radio history

Unit 1- -

All India Radio: Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units Critical evaluation of contemporary programming strategy, reach and impact

Unit 2-

Production technology: audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting etc.

Unit 3:-

Private Radio Stations

Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station, Community Radio: need for it in India, success stories, rules and regulations, educational radio; Gyanwani, other university radio channels

Unit 4-

Radio programme formats:

Overview of an introduction to all programme formats fiction, non-fiction/ news-based/entertainment RJ, talks, talk shows, phone-in programmes

Unit 5-

Radio Advertising:

Advantages, disadvantages; types, appeal Programme promos, Public Service Announcements

Recommended Books

1. Hello, Everybody!: The Dawn of American Radio, Anthony Rudel, Houghton Mifflin Harcourt; 1 edition (April 1, 2008)
2. This Is Berlin": Radio Broadcasts from Nazi Germany, RosettaBooks (November 17, 2014)
3. Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
4. Patti M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
5. Ward, Quall L. *Broadcasting Management: Radio and Television*. Communication Arts Books.
6. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka

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Paper-VII- International communication



Objectives :

1. This course is intended to expose students to the role of mass media in a global context.
2. It will focus on the technological development and direction of information flow among nations.
3. The course will also take a look at globalization and its outcomes especially in developing nations such as Nigeria.

Course Outcome :

Upon completion of the course students should be able to:

1. Analyze and explain the role of international communication in a global society
2. Critically analyze the impact of various social and political philosophies on the media
3. Demonstrate an ability to apply communication to the solution of global problems
4. Display an understanding of the place of social movement in solving problems
5. Evaluate the process of international communication within the frame work of social, cultural, economic, religious and political division of the early 21st century.

Unit-I

Understanding international communication –

What is international Communication? Definition, International communication in the Internet age (Imbalance in) International Information flow ,The New World Information and Communication Order (NWICO) Towards an integrative view of balanced information flow

Unit-II

Approaches to theorizing international communication-

Modernization theory, Dependency theory, World systems, Structural imperialism Hegemony, Propaganda, Global Village, Technological Determinism, Globalization Cultural Imperialism, Theories of information society

Unit-III

International Media organizations--

News Agencies-Evolution, Functions, Typology, Broadcast networks, Cable News Networks Various News Channels.

Unit-IV

Disappearing borders of empowerment--

Global homogenization, Cultural hybridity, Revised cultural imperialism, Spaces of empowerment

Suggested Reading

1. International Relations: Joseph Frankell
2. International Relations in the Twentieth Century: D.C. Bhattacharya
3. Communication for Development in the Third World: Srinivas Melkote and H. Leslie Sleeves
4. International communication, Daya Kishan Thussu, Bloomsbury Academic, 28-Jul-2006
5. International Communication: A Reader, Daya Kishan Thussu, Routledge, 2010

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IInd Semester

S. N	Course code	Title	Core (C)/ Elective (E)	ESA Exam duration	Pr.	Max Marks		Total credit
						CIA	ESA	
1	MCJ-C-1108	Reporting and feature writing	C	2	25	25	50	4
2	MCJ-C-1109	Graphics Designing In Media	C	2	25	25	50	4
3	MCJ-C -1110	Editors Desk	C	2	25	25	50	4
4	MCJ-C -1111	Cyber Security	C	2	25	25	50	4
5	MCJ-C-1112	Development Communication	C	2	25	25	50	4
6	MCJ-E-1113*	Advertising	E	2	25	25	50	4
	MCJ-E-1114*	Media Laws	E	2		50	50	4
8		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE			50		2

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Paper VIII- Reporting and feature writing



Objectives:-

- To understand the basics of News Reporting
- To understand the news values and their significance while reporting the news
- To teach students the techniques of News reporting

Course Outcomes:-

- After studying the course students should know about value of Reporting
- Students should be able to write stories, news and articles
- Students will be able to understand the difference between news and reporting

Unit 1:

Understanding news: definitions, purpose and importance of news, Qualities of news accuracy, clarity, objectivity, balance, directness, etc; media-specific nature of news: cross platform discussion.

Unit 2:

News Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities

Unit 3:

Evaluating news; News sense and news values, 5 Ws and H, importance of "What next? Changing concepts: erasers, relationship, relevance and utility, News beats; introduction beat mapping.

Unit 4:

News gathering and Sources; Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives: checking information from various sources, pressures and pulls

Unit 5:

Writing news Reports: conventional style: the inverted pyramid: What is most important? Choice of one W or H for focus; lead of a news story, types of leads, writing techniques; Processing for motion, order of importance, brevity, precision, quoting the sources, Chronology, paragraphing Style-individual and organizational, stylebook; changing trends in news writing: new styles, diminishing importance of inverted pyramid.

Suggested Reading –

1. Momen, D. R.; Newspaper Layout and Design; (1984); State University Press
2. Professional Journalist: John Rothenberg
3. News Reporting and Editing: K.M. Srivastava Dr. K.K. Rattu Translation through media in New Millennium, Surubhi Publication, Jaipur
4. Newspaper Feature Writing By Len Granato

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Paper -VIX -Graphics Designing In Media

Course Objective :

1. Students will be able to know the important part of the Mass Media ,
2. after studying the course students will be able to develop analytical skills and critical judgment enabling the student for technological and aesthetic innovations in the subject of Communication Design.
3. Students will know the design history, theory and traditional design skills, then progress to current graphic design practices and technology.

Outcomes—

After successful completion of this course, students will be able to ----

1. Become aware of the principles and elements of visual design and an understanding of the grammar of visual narratives.
2. Gain the ability to compose visuals and visual narratives
3. Develop creative problem solving skills used in communicating visually as an artist.
4. Students can be capable of solving real-world communication design problems, integrating a command of visual language with imagination, theory and technology.

Unit-I

The building blocks of design for desktop publishing: Lines, shapes, mass, texture , color, color theory, color formats, resolution in graphics, graphic design software's, visual communication theory, visual communication in media research, Logo design, Designing for branding Visual Perception: The Psychology of Visual Perception, Human eye and vision, Perceiving Objects, Colour, Depth and movement. , Spatial Vision ,Colour Spectrum and Psychology of Colour.

Unit II

Fundamentals of computer graphics- file format, bitmapped and object Oriented graphics, color depth and resolution, compression, image modes, Print and online formats. Visual Components: Art and Science of Imaging: Human eye and Camera , Composition and Framing & Image Lay out ,Basic features and operation of Camera ,Image Formation – Aperture, Shutter speed, Depth of Field and Depth of Focus.,Basic techniques for Composition - Principles and Rules.

Unit III

Creating effective design- basic design applications using Photoshop in Logo Design, stationery design and package design. Photoshop tool box and palette, Selection and path tools, painting, drawing and editing tools; color modes, color Picker, color palette, color options and editing modes. Elements of Visual composition: Space – Line – Shape –Form , Horizontal and vertical compositions , Golden ratio-1/3 rule ,Movement – Rhythm, Pattern etc.

Unit IV

Layer techniques and paths- creating, deleting and manipulating layers, Translucent layers, special effects, merging layers and masks. Paths- drawing tools, Importing and exporting, converting, filling and stroking, silhouettes and clipping. Developing Visual Grammar: Imaging Techniques – Image size, Angle etc. ,View Points – Moving shots – Camera Movement – Subject Movement – Combined Movement , Simple Editing Principles - Cut, fade, Dissolves etc. ,Scenes and Sequences and visual narratives

Unit V

Filters and retouching techniques- blur, distortion, noise, pixelated, render, Sharpen, and stylize, video, etc. tonal correction, color correction, dust spots, Blemishes, wrinkles corrections and backgrounds. Creating a Visual Structure: Narrative art forms- Types and characteristics ,Art of Film Making – Stages in Brief , Elements of a Story-Plot, Character, plot

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structures , Development of a Story Board from a story, Analyzing the visual structure of different visual story telling aids

Reference Books

1. Film and the Director : Don Livingston
2. Film Technique and Film Acting : V.I. Pudovkin
3. Technique of Film : SpottisWoode
4. Film Form : S.Eisenstein
5. Art of Pictorial Composition : Wolohomok
6. Cinema As A Graphic Art : V. Nilsen
7. Visual Communication : Paul Martin Lester
8. Mulin Eileen: The Essential Photoshop Book, Galgotia Publication Pvt. Ltd.
9. THE ART OF PHOTOSHOP FOR DIGITAL PHOTOGRAPHERS - Author: Daniel Giordan
10. UNDERSTANDING ADOBE PHOTOSHOP: Digital Imaging Concepts and Techniques
11. Color & Color Theory- Interaction of Color - Josef Albers
12. Designer's Color Manual: The Complete Guide to Color Theory and Application by Tom Fraser and Adam Banks

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Editors Desk

Objectives:

1. To allow improvement in language skills
2. To impart skills required for a sub-editor
3. To know editorial task

Outcomes :

After completion of the course students will able to

1. know the Editorial work
2. know the writing skills
3. know the structure and work of editorial department

UNIT I

Principles of Editing; Editor; News Editor; News Coordinator; Sub-Editors; Chief Sub-Editor; Headline: different Types; Techniques of Writing Headlines; Lead; Intro; News Compilation; Re-writing. Specific language inputs Usage tips Words and phrases to avoid Specific grammatical problems

UNIT II

Structure and functions of the editorial set-up of a newspaper, Functions of the sub-editor Writing, editing, design

UNIT III

Understanding the publication, its audience, ideology, Style book Editing symbols and how the computer has revolutionized editing. Editing to fit available space cutting or expanding copy to fill space Re organizing or restructuring a story Checking facts, names, figures Checking for grammatical and other language errors or problems Rewriting in style appropriate to publication Writing headlines structure, working, types, use of typography, do's and don'ts, role of Punctuation in heading. Writing effective captions

UNIT IV

Principles of layout balancing grey matter and white space, understanding fonts, balancing Visuals and/or ads and editorial content. Planning the page, deciding weight age of story, positioning for optimum effectiveness, balance in editorial content, preserving the format. Selecting visuals image energy, lines of force, impact and information. Ethical considerations when selecting visuals for crime/ grief stories Cropping pictures formulating effective graphics

Reference Books:

1. Evans, D.R.; Newspaper Layout and Design; (1984); State University Press
2. Momen, D. R.; Newspaper Layout and Design; (1984); State University Press
3. Editing and Design; Harold Evans
4. Bowles and Borden; Creative Editing; 3rd edition; Wadsworth

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Cyber Security

Objective

1. To prepare students for the skilled cyber security professionals
2. To prepare professional ethics to students
3. To inform and equip them for e media work.

Outcome

1. After studying this course students should able to catch cyber war
2. Students should know the high risk factor
3. Students should prepare themselves for world competition.

Unit-I

Overview of Cyber Security, Internet Governance – Challenges and Constraints, Cyber Threats:- Cyber Warfare-Cyber Crime-Cyber terrorism-Cyber Espionage, Need for a Comprehensive Cyber Security Policy, Need for a Nodal Authority, Need for an International convention on Cyberspace Operating System and Network Fundamentals- Fundamentals, Cyber security Tools in Kali Linux, System Security and Protection, Basics of Networking, Network Security

Unit-II

Cryptography-- Introduction to Cryptography, Symmetric Ciphers, Asymmetric Ciphers, Pseudo Random Number Generation, Steganography and Data Integrity Algorithms, Security Fundamentals, Device Security, Topologies and IDS, System Hardening

Unit-III

Application Security-- Authentication and Authorization, Session Management, Web Security, Database Security, File Security, Mobile Security, Secure Development Methodologies

Unit – IV

Basics of Ethical Hacking--Introduction to Ethical Hacking, Anonymity, Information Gathering, Scanning Networks, Enumeration, Vulnerability Analysis
Device Hacking, Hacking Wireless Networks, Cloud Hacking, IoT Hacking, Malware Threats, Sniffing

Suggested Reading

1. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age , Paul Bradshaw, Routledge; 2 edition (August 21, 2017)
2. Online Journalism: Reporting, Writing, and Editing for New Media Richard Craig, Thomson/Wadsworth, 2005
3. Online Journalism Ethics:Traditions and Transitions, Cecilia Friend, Jane B Singer, M.E.Sharpe, 2007
4. Online journalism : reporting, writing and editing for new media, RichardCraig

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Development Communication

Objective :

1. To know the importance of the development .
2. To understand the role of media in the development process
3. To give information of the National agenda of development

Outcome :

After completion of the course students should know the

1. Role of Media and communication system in development process
2. Types of communication for the development
3. Issues in the process of development

Unit I:

Communication: Basic Concept , Historical background, concept, nature, scope and functions of Communication , Communication for social change, Postulates/Principles of Communication , Culture and communication- Signs, symbols and codes in communication

Unit II:

Types of Communication : Types of communication transactions , Formal and informal communication , Verbal and Non-verbal Communication

Unit III:

Development Programmes: Development issues and goals- national and international perspectives , National Development Programmes – goals, strategies, structure and achievements , Analysis of contemporary national development programmes- objectives, clients, salient features, outcomes and communication support. , Behaviour Change Communication strategies in development programmes

Unit IV:

Role of Media: Role of Media in development process, Development and Five Years Plans, Rural Development and Media, Various Process and boards of development , Central Government and State Government role in the development process.

Books Recommended :

1. Mikkelsen, Britha, (2002) Methods for Development Work and Research. New Delhi: Sage Publications
2. Dale R, (2004) Evaluating Development Programmes and Projects. New Delhi : Sage Publications
3. Dahama, O.P. and Bhatnagar, O.P., (2003), Education and Communication for Development, New Delhi, Oxford and IBH Publishing Co. Pvt. Ltd. Kumar & Hansra, (1997)
4. Extension Education for Human Resource Development. New Delhi: Concept Publishers.

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Advertising

Objectives :

1. To know the role of Advertisement in the Market
2. To know the role of Advertisement and Media
3. To know the importance of Advertisement and Market
4. To introduce some basic concepts of Advertising industry

Outcomes: After completion of this course, the successful student should be able to

1. Understand the concept of Integrated Marketing Communication.
2. Understand the concept of advertising.
3. Discuss the basic economic impact of advertising.
4. Explain the role of marketing and advertising planning.
5. Explain the role and methods of media planning.

Unit I-

Basics of advertising: Purpose, development, nature, role in economy. International Advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

Unit II-

Advertising as Marketing Communication: Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales Promotion goals. Segmentation and positioning strategies, niche marketing. Brand management And building brand equity, developing brand personality.

Unit III-

Types of advertising: Advertising in different product categories: consumer, industrial, Corporate, service, financial, social marketing etc. Different advertising media and their Comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

Unit IV-

Advertising Planning and execution: Brand positioning. Importance of research inputs market research, situation analysis, consumer behaviour etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying. Writing ad copy for different media, Types of headlines and body copy ,Slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

Suggested Readings

- David Ogilvy, Ogilvy on Advertising, Pan/ Prion Books
- Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
- Jethwani Jaishri, Advertising, Phoenix Publishing House



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Media Laws



Objectives:

1. To know the importance of Law in Society]
2. To know the Constitutional limitation on press
3. To know the limitations of Press in India

Outcomes :

After completion of the course students will know the

1. Brief history of Press Laws in India
2. Ethical problems related to Media and the role of the Press Councils and creates an awareness of the provisions for legislative reporting.
3. Students can familiarize the students media laws, Constitution of India and Fundamental Rights
4. Students can know the importance of directive principles of the state policy, and provisions for amending the constitution and Parliamentary Privileges and media.

Unit –I

Media Law: Constitution of India; fundamental rights- freedom of speech and expression and their limits- directive principles of state policy, provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media.

Unit- II

Brief history of press laws in India- Contempt of Courts Act 1971- Civil and Criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis Right to Information- Press and Registration of Books Act, 1867.

Unit- III

Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions), Wage Boards.

Unit- IV

Ethics: Media's ethical problems including privacy, right to reply, bias, ethical issues related to ownership of media.)

Suggested Reading

1. K. D. Umrigar ,Journlists and the Law, Law Book Company -1969.
2. Mudholkar, Press Law, Eastern Law House, 1975.
3. M. K. Joseph, freedom of the Press, Anmol Publications, 1997.
4. Dr. C.S. Rayudu, Dr. S.B. Nageswara Rao, Mass Media Laws and Regulations, Himalaya Publishing House, 1995.
5. Dr.Deepak Shinde, A Text book of Media Laws and Ethics, Standard Publishers New Delhi
6. Madhavi Goradia Divan, Facets of Media Law, Eastern Book Company, 2006.
7. Kala Thairani, Copyright TheIndian Experience, Allied Publishers Private Limited, 1987.

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