

DEEN DAYAL UPADHYAY KAUSHAL KENDRA
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034
RESTRUCTURED SYLLABUS - 2019

M.Voc. DIGITAL JOURNALISM - 2019						
SEMESTER – I						
S No.	SUBJECT CODE	SECTION	SUBJECT TITLE	T/L/P	CATEGORY	CR
1	PDJ 1501	Major Core – 1	Digital Journalism	T	MC	6
2	PDJ 1502	Major Core – 2	Reporting & Editing	L	MC	6
3	PDJ 1503	Major Core – 3	Digital Photography	L	MC	6
4	PDJ 1504	Major Core - 4	Print Journalism	T	MC	4
5	PDJ 1601	Elective Subject	A. Design skills for Media	L	ES	4
	PDJ 1602		B. Communication for Social Change	T		
6	PDJ 1001	Soft Skills	Communication & Creative Writing	T	FC	4
Total Credits for Semester - I						30
SEMESTER – II						
7	PDJ 2501	Major Core - 1	Theories of Communication	T	MC	6
8	PDJ 2502	Major Core - 2	Media Tools and Practices	L	MC	6
9	PDJ 2503	Major Core – 3	Media, Culture and Society	T	MC	6
10	PDJ 2504	Major Core - 4	Editing for Digital Media	L	MC	4
11	PDJ 2601	Elective Subject	A. Photojournalism	L	ES	4
	PDJ 2602		B. Social and Interactive Media			
12	PAN 2301	Extra Disciplinary Elective	Graphic Design	L	EDS	2
13	PHE 2003	Soft Skills	Life Skills Training	L	FC	2
Total Credits for Semester - II						30
SEMESTER – III						
14	PDJ 3501	Major Core - 1	Social Media Communication	T	MC	6
15	PDJ 3502	Major Core - 2	Internet Media Designing and Publishing	L	MC	6
16	PDJ 3503	Major Core – 3	Communication Research	L	MC	6
17	PDJ 3504	Major Core - 4	Script Writing	L	MC	4
18	PDJ 3601	Elective Subject	A. Digital TV	L	ES	4

	PDJ 3602		B. Digital Radio			
19	PAN 3301	Extra Disciplinary Elective	Public Relations	L	EDS	2
20	PDJ 3001	Soft Skills	Digital Communication skills	T	SS	2
			Total Credits for Semester – III			30
SEMESTER – IV						
21	PDJ 4501	Major Core - 1	Ethics & Laws for Digital Media	T	MC	6
22	PDJ 4502	Major Core - 2	Mobile Journalism	L	MC	6
23	PDJ 4503	Major Core – 3	Feature Writing	L	MC	6
24	PDJ 4601	Elective Subject	A. Gender, Media and Margins	T	ES	4
	PDJ 4602		B. Big Data Journalism	L		
25	PAN 4301	Soft Skills	Professional Skills for Media	L	SS	2
26	PDJ 4701	Project	Digital Media Project & Internship	P	PJ	6
			Total Credits for Semester – IV			30

PROGRAMME SPECIFIC OUTCOMES (PSOs) - M.VOC. DIGITAL JOURNALISM - 2019

PSO 1: Distinguish and practice Traditional and Digital Journalism.
PSO 2 – Create, Select, Report, edit and translate stories for different Media platforms with authenticity.
PSO 3 – Demonstrate communication and presentation skills for radio, TV, print and online media productions to gain employability or entrepreneurial potentials.
PSO 4 – Analyse media content, legal and ethical considerations and develop sensitivity for social, economic and political development.
PSO 5 - Propose and Conduct socially relevant media research and contribute to the field of journalism and communication.

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	MC	6			6	6

Course Code	Course Title
PDJ 1501	DIGITAL JOURNALISM

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand key aspects of Digital Media and Journalism	L2
CO2	Apply Digital Media skills for news gathering purposes	L3
CO3	Analyse ethical/legal issues on writing for Digital Media	L4
CO4	Appraise critical work on digital media.	L5
CO5	Develop skills for web media.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	L	M
CO2	S	M	L	M	M
CO3	M	S	M	L	M
CO4	L	M	M	S	S
CO5	M	S	M	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I Advanced Understanding of the Digital Journalism	HOURS: 22
Evolution of Digital Media: Arpanet project, Worldwide Web, Artificial Intelligence - Five pillars of digital writing - Tweeting/Instagramming/Snapping with purpose - SEO basics, headlines, analytics, aggregation, curation – Convergence, using mobile for story telling – Diffusion of innovation – Globalization.	

UNIT II Various Arms and Techniques of Digital Journalism	HOURS: 18
Social Media, Gateway for News – Attention Economy- Art of blogging – Immersion/immersive	

Journalism - Click bait journalism – Hybrid news- Niche sites and audience fragmentation – News sources and reporting techniques of the digital era – Graphical story telling.

UNIT III Practical Exercises

HOURS: 12

Live blogging and real time reporting – Branding yourself and media – Multimedia story telling techniques – e-papers/magazines – User experience in digital journalism - Citizen Journalism.

UNIT IV Niche Areas and the Future

HOURS: 18

Internet and Political Mobilization, Public Opinion, Network Society - New Voice for Marginalized Sections and Political Dissent – Encrypted news sharing, deep web, dark web – Using metrics for coverage decisions – Immediacy vs accuracy.

UNIT V Politics, Ethics and Legalities

HOURS: 22

Digital Media ethics and legalities - Obscenity, Pornography and Privacy – Digital manipulation, image, audio, video – digital/social marketing, socio-political-gender aspects of trolls, paid trolls – Corporatization of digital media - cross media ventures.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound	Lynda Felder	Peachpit Press		
2	Online Journalism, Principles and Practices of News for the Web	James C. Foust	Holcomb Hathaway Pubs		
3	Journalism Next: A Practical Guide to Digital Reporting and Publishing	Mark Briggs	Sage Publications		
4	Digital Cultures: Understanding New Media	Creeber, Glen and Martin, Royston	McGraw Hill, United Kingdom	2009	
5	Digital Natives, Digital Immigrants On the Horizon	Prensky, Marc.	University Press, MCB	Oct 2001	Vol. 9 No. 5

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
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1	Citizen Journalism: Global Perspectives	Eds. Throes, Eina and Allan, Stuart	Peter Lang, New York	2009	
2	Digital Media and Democracy: Tactics in Hard Times	Eds. Bolaer, Megan	MIT Press, Cambridge	2008	
3	Public Journalism 2.0: The Promise and Reality of a Citizen Engaged Press	Eds. Rosenberry, Jack and John, Breton St.	Routledge, United Kingdom	2010	

Teaching Methodology

Classroom Lectures, Guest Lectures, Group Discussions; Interactive activities.

Evaluation Pattern

Internal 50% - CA I + CA II +III Component = 30+30+40 Marks = 100 Marks

External 50% - Semester-Written - 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I		6			6	6
Course Code		Course Title				
PDJ 1501		REPORTING AND EDITING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the various sources of news.	L1
CO2	Identify and explain the news value.	L2
CO3	Demonstrate how to gather and disseminate news.	L3
CO4	Examine various terms associated with reporting.	L4
CO5	Create a newsletter.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	L	L
CO2	L	L	L	L	M
CO3	M	S	S	L	M
CO4	L	M	M	M	M
CO5	L	S	S	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Understanding News

HOURS: 15

What is news - Functions of News - News values - Elements of Newsworthiness - Types of News - Characteristics of a news story - Changing dimensions of news reporting in the digital age – Journalism in the Indian context.

UNIT II: Principles and Techniques of Reporting

HOURS: 25

Online, offline gathering news - Maintaining sources, online and offline - News agencies - Involving public in news gathering - 5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story – Functions of headline and types of headlines - lead and kinds of lead – News writing styles – problems and pitfalls in reporting – Attribution - Follow ups – Structure of a newspaper - Competing with citizen journalists – Digital and physical ways and means of verifying news.

UNIT III: Types of Reporting

HOURS: 20

News beats and kind of beats – Digital news beats - News feature – Investigative reporting –Editorial - Letters to Editor - Moderating comments on digital platforms - Roles and qualities of a journalist in the digital era – Issues involved in reporting National, International and regional news.

UNIT IV: Editing**HOURS: 20**

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof - reading symbols and their significance.

UNIT V: Laws and Ethics**HOURS: 15**

Freedom of speech – Role of press, digital platforms and social media in Indian society - Ethics in news reporting and writing - Crisis of credibility in the digital era – Ethics in utilizing user generated content.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1	Journalism 2.0	Briggs, Mark	Knight Foundation	2007	-
2	Inside Reporting, A Practical guide to the craft of journalism	Harrower, Tim	McGraw Hill Education	2012	-
3	Headlines Writing	Saxena, Sunil	Sage Publications India	2006	-

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./ Edition
1	Journalism Online, Oxford	Ward, Mike	Taylor and Francis	2013	-
2	Writing and Reporting News: Coaching Methods	Rich, E	Thomson Learning	2000	

3	News Sub-editing	Hodgson, F.W	Focal Press	1998	-
4	News Gathering	Stone, G	Harper Collins	1992	-

Teaching Methodology:

Classroom Lectures, Audio Visual Presentations, Industry Visits.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	MC			6	6	6
Course Code		Course Title				
PDJ 1504		DIGITAL PHOTOGRAPHY				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Relate the grammar and compositions of photography	L1
CO2	Understand the elements and concepts of photography	L2
CO3	Classify the styles of photography & legends	L2,L4
CO4	Apply camera usage with lightings	L5
CO5	Design photo album using the technique of editing the photographs	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	L
CO2	M	M	L	L	S

CO3	S	L	L	M	M
CO4	S	M	M	L	L
CO5	S	M	M	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT : I- Fundamentals of Photography

Hours: 18

History of Photography. History of Camera. Definition -Key concepts in Photography. Working of a D/SLR camera.

Unit: II Types of camera, Structure, Features of the camera

Hours: 18

Understanding of Exposure. Aperture, Shutter & ISO Correlation. Depth of Field, Rule of third, POV.

Unit: III Study on Lighting

Hours: 18

Indoor Lighting Techniques. Equipments used. Light Measuring Devices. Props and Elements to support lighting. Outdoor Lighting. Understanding Kelvin values. Colour and Lighting. Colour theory

Unit:IV: Aesthetics: Composition and styles of photography

Hours: 18

Various Framing Techniques. A Study on Works of eminent photographers – James Nachwey, Raghu Rai, Annie Leibovitz, etc.

Unit:V: Photo editing & Use of DSLR

Hours: 18

Digital Photography: Types & Functions of Sensor, Menus and Options in DSLR and Digital Photography Colour management & Post Production.

S.N O.	TITLE	AUTHOR	PUBLICATION	YEAR	EDITION
1	Photography	Barbara	Pearson, New	2010	10th

		London Jim Stone John Upton	York		Edition
2	Criticizing Photographs: An Introduction to Understanding Images	Terry Barrett	McGraw-Hill, New York	2005	
3	Seizing the Light: A Social History of Photography	Robert Hirsch	McGraw-Hill	2008	
4	DSLR Book: How to Create Stunning Digital Photography	Tony Northrup	Mason Press	2012	
5	Complete Digital Photography,	Ben Long	Delmar Cengage Learning, U.S.	2012	6 TH EDITION

Recommended Reading:

SN	TITLE	AUTHOR	PUBLICATION	YEAR	EDITION
1	Learning Photography,	George Haines	Hamlyn publishing Group, London	1992	
2	Basic Photography	Michael Langford	Focal Press, London	1986	
3	Complete Photography Course,	John Hedgeco	Fireside Book, New York.	1979	
4	Understanding Exposure: How to Shoot Great Photographs with Any Camera,	Peterson, Bryan	Amphoto Books, New York	2010	
5	The Camera,	Adams, Ansal	Little Brown Publishers	1995	
6	The Digital Photography Book	Kelby, Scott	Peachpit Press Book,	2013	

Teaching Methodology:

Practical Sessions coupled with group works, oor and indoor exercises and photo-exhibitions.

Evaluation

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	MC		T		4	4
Course Code		Course Title				
PDJ 1504		PRINT JOURNALISM				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understanding of the traditional media	L1
CO2	Illustrate the history and evolution of Print in India	L2
CO3	Identify the key theories in the domain of media	L3
CO4	Classify the giants of print media in India	L4
CO5	Evaluate the Regulations of the press	L5

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L
CO2	L	L	M	M	L
CO3	L	M	H	L	M
CO4	L	M	L	H	M
CO5	L	M	M	H	L

* S- Strong; M-Medium; L-Low

Syllabus:

UNIT I Definitions and Basic Understandings	HOURS: 10
Journalism – Definition –Normative Theories of Press; Alternative Theories; Press as the Fourth Estate- Types of print media in India.	

UNIT II Evolution of Print in India	HOURS: 15
Development of Press in India - James Augustus Hicky - Serampore Missionaries - Role of Press in Freedom Struggle – Ram Mohan Roy, Bal Gangadhar Tilak, Gandhi, Subramanya Bharati and others- Vernacular Press Act- Birth of Newspapers in India - Times of India, Amrit Bazaar Patrika, Madras Mail, The Hindu and The Statesman.	



UNIT III Post Independence Era **HOURS: 15**
Press in Independent India; McBride Commission Recommendations; Development of Non-aligned Newspool; News Agencies in India; PTI and UNI

UNIT IV Reforms and Regulations **HOURS: 10**
First Press Commission and its Recommendations; Emergency and its Impact on Press; Second Press Commission and its Recommendations; Chanda Committee; Varghese Committee; Joshi Committee.

UNIT V Legalities and Structural Issues **HOURS: 10**
Press Laws of India – Defamation, Contempt of Court, Working Journalists Act, Official Secrets Act, Copyrights Act; Press Council of India, Press Information Bureau, Registrar of Newspapers in India, Audit Bureau of Circulation, Readership and Circulation Statistics.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Indian Journalism	Nadig Krishnamoorthy	Mysore University	1978	
2	Journalism in India	Rangasamy, Parthasarathy	Sterling Publishers, New Delhi	1989	

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Hicky’s Bengal Gazette : The Untold Story of India’s First Newspaper	Otis, Andrew	Westland Publications	2018	
2	Mass Communication	D.S. Mehta			

	and Journalism in India				
3	Only the Good News	Dhawan, Rajeev			
4	The PTI story	GNS Raghavan			

Teaching Methodology

Classroom Lectures, Guest Lectures, Seminar on Specific Readings. **Assignments** - Write ups based on reading sessions of newspapers, Compiling stories from the print, Tasks on pioneers of print media in India, Presentations on theories of the press.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	ES	4			4	4
Course Code		Course Title				
PDJ 1301		DESIGN SKILLS FOR MEDIA				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the basics of graphic designing using Adobe CC.	L1
CO2	Identify and explain about image creation and editing techniques for Web.	L2
CO3	Demonstrate multi-disciplinary collaborative work team structures.	L3

CO4	Examine aesthetic principles within stock files and original works.	L4
CO5	Create and Enhance Photographs, Web and Mobile App Designs, 3D Artwork.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	L	L
CO2	L	L	L	L	M
CO3	M	S	S	L	M
CO4	L	M	M	M	M
CO5	L	S	S	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Managing the layers	HOURS: 12
Foundations of digital imaging, interface and workspaces, use the Selection tools, Using Layers to manage your documents, Selections with the Select tools and Mask feature.	

UNIT II : Image restorations	HOURS: 12
Use Masks for more versatile selections and compositions, Improve photos with Colour Correction and Image Adjustments, Retouch photos with the Healing Brush and Clone Stamp tools, Optimizing output graphics for different media.	

UNIT III : Uses of Brushes	HOURS: 12
Use Smart objects to create advance compositions, Retouch and correct images, Use Camera Raw on multiple file formats, Explore the Brush tool settings, Create Custom brushes for unique effects.	

UNIT IV: Web banner**HOURS: 12**

Use Vector paths for precise selections, using Channels, Colour Management issues, Making Animated GIFs, Text formatting with styles, Explore Advanced Tools & Options Bar, Manipulate images, layers and effects Leverage Photoshop Smart Objects.

UNIT V: Web Design Techniques**HOURS: 12**

Introduction to Design Space, Design Principles – Elements - Graphic Composition Mobile App & Web Designs - Design Tools - Production Workflow, Copyright Rules for Artwork.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1	Professional Computer Graphics: Principles and Practice	Hughes, John F.	Wesley Publications, Boston Addison	2013	-
2	The Principles of Beautiful Web Design	Beard, Jason.	Site Point Books, Melbourne	2010	-
3	Computer Graphics Software Construction	Rankin, John R	Prentice Hall Publications, Australia	1989	-

Websites for Reference

1	Adobe Resources Photoshop - https://www.adobe.com/in/products/photoshop.html
2	Illustrator: https://www.adobe.com/in/products/illustrator.html
3	InDesign: https://www.adobe.com/in/products/indesign.html

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	ES		4		4	4
Course Code		Course Title				
PDJ 1302		COMMUNICATION FOR SOCIAL CHANGE				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the theories of development.	L1
CO2	Identify and explain development communication.	L2
CO3	Demonstrate the influence of development communication projects.	L3
CO4	Examine the various development communication projects in India.	L4
CO5	Analyse and discuss the execution of development communication projects.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	L	L
CO2	L	L	L	L	M
CO3	M	S	S	L	M
CO4	L	M	M	M	M
CO5	L	S	S	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Understanding the Basics

HOURS: 12

Concept of Development; Theories of development: Social, Political and Economic theory; Models of development: Western, Eastern, Gandhian, Nehruvian.

UNIT II: Approaches Towards Development Communication

HOURS: 12

Dominant paradigm of development; The modernization and dependency approach – Daniel Lerner, Wilbur Schramm, Everett M Rogers ; Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development.

UNIT III: Indian Perspectives

HOURS:12

Emergence of Development Communication in India –Communication for nation building; Diffusion of innovation; Extension approach; Role of Everett M. Rogers and Wilbur Schramm in Development Communication in India; Development Communication Experiments – SITE, KHEDA Project, JABUA Project, SEWA and others.

UNIT IV: Media as an Agent of Change

HOURS: 12

Radio and TV Development programmes – Agriculture, Health, Hygiene, Education, Environment, Cultural Preservation, National Integration, Eradicating Social Evils, Beliefs in Superstition; Participatory Communication – Need and significance of participatory communication.

UNIT V: Application Oriented Approach

HOURS: 12

Community radio as a tool of development – Case Studies; Cyber media and development: E –governance, digital democracy and E–chaupal.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1	India's Communication Revolution: From Bullock Carts to Cyber Marts	Arvind M Singhal	SAGE India	-	-
2	Blurred Vision: Development Communication and Community Radio in India	Vinod Pavarala	-	-	-

3	History of Indian Broadcasting Reform	Sevanti Ninan	Oxford University Press	-	-
4	Development Communication in Practice: India and the Millennium Development Goals	J.V. Vilanilam	Sage India	-	-
5	Communication for Development: Theory and Practice for Empowerment and Social Justice	Srinivas Raj Melkote	SAGE India	-	-
6	Development Communication & International Communication	Ganga Sagar Singh	Hindustan Publishing Corporation	-	-

Teaching Methodology:

Classroom Lectures, Audio Visual Presentations, Industry Visits.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written= 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			4		4	4
Course Code		Course Title				
PDJ1001		COMMUNICATION AND CREATIVE WRITING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define and recall the communication processes and types and thereby refining their attitude towards personal and professional success.	L1

CO2	Demonstrate ability to communicate in speech and writing following the process of communication and overcoming the barriers.	L2
CO3	Build skills to interact, participate, involve in all written and oral presentations and assignments.	L3
CO4	Develop interest and skills for perennial learning and interactive listening.	L6
CO5	Adapt strategies and steps to generate ideas for creative writing beginning with paragraphs to writing short stories and essays.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	S
CO2	M	S	S	M	S
CO3	L	S	S	L	S
CO4	L	L	M	L	M
CO5	L	S	S	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Basic Principles of Communication

HOURS:12

Introduction-Understanding Communication-The Communication purpose/goal, process, barriers, channels and types. Importance of Communication in the 21st century.

UNIT II: Introduction to speaking and presentation skills

HOURS:12

Self-introduction and concept introduction techniques – selling and negotiation skills, effective listening, effective reading, rebuttals, FAQs, for power presentations. Nonverbal communication and behavior in GDs, public speaking and interviews.

UNIT III: Introduction to Writing**HOURS:12**

The power of words in thinking, speaking and writing- same words as different parts of speeches. Styles of writing, types of compositions, appreciation of stories and poems.

- R. K. Narayan's short story, *The Axe*
- Native American poem, *How to make Good Baked Salmon from the River*
- An Extract from the French novella, *The Man Who Planted Trees*

UNIT IV: Types of Writing**HOURS:12**

Creative writing (processes and challenges of creative writing). Fictional and Non-Fictional writings- Short Story Writing and Poetry Compositions. Media writing- Characteristics of Print and Broadcast Media, New media, Travel internet, mobile phones and writing for blogs.

UNIT V: Grammar for eloquent communication**HOURS:12**

Subject verb agreement, prepositions, tenses, active passive voice, direct indirect speech and punctuation. Describe the organization's health, safety and security policies and procedures

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Effective Communication.	Adair, John.	Macmillan Ltd.	2003	-
2	How to Prepare for Group Discussion and Interview.	Prasad, H. M	Tata McGraw-Hill Publishing Company Limited, New Delhi	2001	-
3.	The Cambridge Introduction to Creative Writing	David Morley	Cambridge University Publications,	2007	First edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition

1	Essentials of Business Writing. Ohio: 2000.	Guffey, Mary Ellen	SouthWestern College Pub., Ohio	2000	-
2	The Elements of Style, 3rd ed. (Macmillan, 1979)	Strunk, William, Jr. and White, E.B.	Macmillan	1979	-
3	How To Write Like a Professional (Arco, 1984).	Barkas, J.L	Arco	1984	-
4	Rules for Writers (Book 7),	Bedford	St. Martin's	2011	
5	Kumar.J. Keval, (2008). Mass Communication in India, JAICO Publication India Pvt Ltd	-	JAICO Publication India Pvt Ltd	2008	-

Teaching Methodology

Chalk and Talk Lectures; Seminars; ICT based presentations; Video Lectures; Group Discussions; Interactive activities; Mini-project; MCQs etc.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II			T		6	6
Course Code					Course Title	
PDJ 2501					THEORIES OF COMMUNICATION	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Introduce various conceptual frameworks to study communication	L1

CO2	Understand key concepts of leading media theorists	L2
CO3	Provide insights into theoretical, critical, and analytical approaches	L4
CO4	Reflect and critically evaluate theory tied to Media and Communications	L5
CO5	Identify the applications of theories in the modern context	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	L
CO2	S	M	M	L	L
CO3	S	S	M	M	M
CO4	S	M	M	L	L
CO5	L	M	L	M	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit I -Basic Elements

Hours: 18

Definition of Communication ; Types and Elements of Communication ; Forms of Communication; Human Communication – Haptics, Chronemics, Kinesics, Proxemics, ; Barriers to Communication

Unit II- Theories models

Hours: 18

Models of Communication: Lasswell’s Model, SMCR Model, Shannon-Weaver Model, Osgood and Schramm Circular Model, Westley Maclean Model, Gerbner’s Model, Comb’s model, Neumann’s model.

Unit: III -Impact of Media

Hours: 18

Mass Media Effects & Uses: Limited-Effects Perspectives, Critical and Cultural Approaches; Hypodermic Needle Theory; Two Step Flow Theory; Gate Keeping; Cultivation Theory; Agenda Setting; Uses and Gratification Approach.

Unit IV -Various Schools of Thoughts

Hours: 18

Toronto School of Thought – Harold Innis and McLuhan, Critical theory of Frankfurt School – Theodor Adorno, Max Horkheimer and Walter Benjamin, Cultural Studies

Unit V Schools of Thoughts**Hours: 18**

Marxism- Critical Marxism- Functionalism.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Essentials of Mass Communication Theory	Asa Berger, Arthur	SAGE Publications	1995	
2	Mass Communication Theory (Wadsworth Series in Mass Communication and Journalism)	Dennis Davis and Stanley J Baran	Wadsworth Publishing Co Inc	2005	26 (1): 59–83
3	The Uses of Mass Communication	Blunder, J. and E. Katz	Thousand Oaks, CA: Sage	1974	

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Communication Theory-Media, Technology and Society	David Holmer	Sage Publication, London	2005	
2	An Introduction to Communication Theories	Denis McQuail	Sage Publication, New Delhi	1994	
3	Theories of Mass Communication	Melvin C.Defleur	Longman, New York	1992	
4	Communication Theory – The Asian Perspective McQuail's Reader in Mass Communication Theory	Wimal Dissanayake Denis McQuail	Sage Publications	2013	

Teaching Methodology:

Classroom Lectures, Audio Visual Presentations, Group Discussion

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	MC	L			6	6
Course Code				Course Title		
PDJ 2502				MEDIA TOOLS AND PRACTICES		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand the Video specification and Camera parts & accessories	L2
CO2	Demonstrate camera in static & in movement	L2
CO3	Execute the Position of the Camera & Lights to illuminated frame	L3
CO4	Organize an Edit Video and Audio for Fiction and Non-fiction	L4
CO5	Create a Video Production with Video & Audio Edit, Title & VFX	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	L	L
CO1	L	S	M	M	L

CO1	M	L	S	M	M
CO1	L	M	L	S	M
CO1	L	L	M	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Intro to Camera

HOURS: 20

Video Camera Types, Formats and convergence, Basics of Video Camera and camera of handheld devices - Video Camera Operations - Parts of the Camera, Mounting Devices, Camera Shots, Camera Angles, Camera Movements, Studio Setup and Operations – Tradition and new forms of camera lens - Single Camera and Multi-camera Setup.

UNIT II: Composition Techniques

HOURS: 10

Rule of Third, 180-Degree rule, Framing, Aspect Ratio, Framing Subject - Lead Room, Headroom, Lens filters, anticipating editing. Audio for video – Nature of sound, Microphones, Types of microphones, Controlling audio, production sound.

UNIT III : Lighting Techniques

HOURS: 15

Indoor, Outdoor, Artificial, Natural Light, Hard and Soft Lights, Reflectors, Colour temperature compensation, Lightweight light supports, Lighting instruments.

UNIT IV : Production Techniques

HOURS: 20

Pre-production, Production Three Stages in Television Programmes, Format - Concept Preparation, Segments, Break Ups, Run order, Script and Storyboard - Idea Development and Research for Production.

UNIT V : Post Production

HOURS: 25

Introduction to Video Editing, Grammar of the Editing - Purpose of Editing, Basic Editing Principles, Basic editing Techniques, Different Editing Styles, Offline Editing, Online Editing, Introduction to Video Editing Software - Adobe Premiere Pro – Open source editing softwares – Mobile softwares.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Practical Videography: Field systems and troubleshooting	Bernard, Robert L.	Focal press, London		
2	Television Production Handbook	Herbert, Zettle.	Wordsworth Publishing Co	2005	
3	Writing and Producing for Television and Film'	De Fossard Esat and Riber John,	Sage Publications.		

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Video Production	Belavadi Vasuki,	Oxford University Press		
2	Television Production	Gerald Millerson	Focal Press	1993	3

Teaching Methodology

ICT based presentations with Images and Videos; Video Lectures; Group Discussions; Interactive activities; Guest Lectures of Industry Experts; Mini-project.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	MC		6		6	6

Course Code	Course Title
PDJ 2503	MEDIA CULTURE AND SOCIETY

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand the Media culture	L2
CO2	Demonstrate media society	L2
CO3	Evaluate theoretical perspectives on media and society.	L3
CO4	Analyse cultural understanding on the influence of media.	L4
CO5	Create a Video on cultural change due to media involvement	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	L	L
CO1	L	S	M	M	L
CO1	M	L	S	M	M
CO1	L	M	L	S	M
CO1	L	L	M	L	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit 1 Basic Concepts**Hours: 18**

Key Concepts: Ideology, Hegemony, Subalternity, False Consciousness; Ideological State Apparatuses; Discipline and Power.

Unit 2 New Approaches**Hours: 18**

Approaches to Understanding Culture - Mathew Arnold, Marx, and Adorno/Walter Benjamin - Raymond William on Culture; Basics of Semiotics; Roland Barthes on Myth.

Unit 3 Political and Feministic Perspectives**Hours: 18**

Politics of Representation; Feminist Perspectives on Media – Laura Mulvey, Julia Kristeva, Luce Irigaray and Elaine Showalter; Media and Marginalised;

Unit 4 A Subaltern View**Hours: 18**

Introduction to Subaltern Studies; Gayatri Chakraborty Spivak, Gyanendra Pandey; Scholarship on caste, identity and gender.

Unit 5 Inter Cultural Influences**Hours: 18**

Globalisation and Media – Convergence, Conglomeration; Impact of Corporatisation of Media; Post-truth Politics and Media; Information Society

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Technology and the Society (The Anthropology of Media: A Reader)	Williams,Raymond, Kelly, Askew and Richard R Wilk	Blackwell Publishers, Massachusetts	2002	
2	The Medium is the Message The Anthropology of Media: A Reader	McLuhan, Marshall	Blackwell Publishers, Massachusetts	2002	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Work of Art in the Age of	Benjamin,Walter	Cape	1955/1970	

	Mechanical Reproduction				
2	he Culture Industry: Enlightenm ent as Mass Deception	Adorno,Theodor e and Horkheimer's	Max T	1944	

Teaching Methodology:

Class room lectures, Seminars, PowerPoint presentations

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II	MC				6	6
Course Code				Course Title		
PDJ 2504				EDITING FOR DIGITAL MEDIA		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand the concept of Copyediting.	L2
CO2	Demonstrate the principles of Copyediting.	L2
CO3	Evaluate copyediting principles for different media.	L3
CO4	Analyse cultural understanding on the influence of media.	L4
CO5	Create a style sheet for copyediting	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	L	L
CO1	L	S	M	M	L
CO1	M	L	S	M	M
CO1	L	M	L	S	M
CO1	L	L	M	L	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit 1 - ABC of Copyediting

Hours: 10

Copyeditor's responsibilities and principal tasks, hand mark manuscripts, edit on-screen, reference books, newsletters and online resources for copy-editors –Editing for long form and short form writing.

Unit 2 - Editorial Style

Hours: 10

Punctuation. Spelling and Hyphenation, Capitalisation, Numbers and Numerals, Quotations, Acronyms, Abbreviation and symbols - Using acronyms – Liberties in breaching grammar, using short forms for editorial and stylistic purposes.

Unit 3 - Language editing

Hours: 15

Grammar – Principles and Pitfalls, Beyond grammar – Applying editing for various genres, print and digital

Unit 4 – Formatting

Hours: 10

Balancing between styles and Rules, Formatting a manuscript, type written text, typed with digital tools.

Unit 5 – Editing and Proofreading electronically and digitally**Hours: 15**

Editing with computers and handheld devices – Editing machine translations.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Copyeditor's Handbook	Einsohn, Amy	University of California Press	2000	
2	Copyediting and Proofreading for Dummies	Gilad, Susan,	Wiley Publishing, Inc.	2007	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Copy Editing and Headline Handbook	Ellis, Barbara G.	Perseus Books Group	2001	
2	Copy Editor's Handbook for Newspapers	Fellow, Anthony R. and Thomas N. Clanin	Morton Publishing	2002	
3	The Effective Editor: How to Lead Your Staff to Better Writing and Better Teamwork	Davis, Foster and Karen F. Dunlap	Poynter Institute		

Teaching Methodology:

Classroom Lectures, Workshops, Interaction with Journalists, Industry Visit

Evaluation:

Internal 50% - CA I (30) & CA II (30) = 60 Marks and Third Component = 40 Marks

External 50% - End Semester Evaluation – Practical Total 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		

II		4		4	4
Course Code		Course Title			
PDJ 2301		PHOTOJOURNALISM			

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the concept of photojournalism.	L1
CO2	Identify and explain the types of photography.	L2
CO3	Demonstrate the process of editing photos.	L3
CO4	Examine various means of writing for photographs.	L4
CO5	Create a Photo magazine.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	M	L	L
CO2	M	L	L	L	L
CO3	M	S	S	M	L
CO4	L	M	M	L	L
CO5	L	S	S	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Introduction to Photography**HOURS: 12**

Basics of Photography - Camera Equipment and Accessories - File Formats - Photo Techniques, Specialized Lighting Equipment - Tethering and Other Studio Techniques - News Photography. Navigating Access, Crowd Sourced Photography - Elements of Visual News Storytelling - Role of Photojournalist in a Newsroom.

UNIT II : Types of News Photography**HOURS: 12**

Spot News - General News - Street Photography - Off-beat Photography - Documentary Photography - War and Crime Photography - Disaster Photography - Photography for Specialized/Niche Publications - Photojournalism, Editorial and Page Design Coordination.

UNIT III : Photo-editing Softwares**HOURS: 12**

Editing Works of Photography. Adobe Photoshop - ACDsee Photo-editor - Web-based Photography Platforms - Use and Misuse of Technology.

UNIT IV : Writing for Photographs**HOURS: 12**

Captions, Description - Photo Feature, Photo Essay – Portfolio - Digital Archiving and Management of Photographs.

UNIT V : Ethics of Photojournalism**HOURS: 12**

Copyright & Practical Exercises in Photojournalism.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./ Edition
1	Photojournalism: The Professional's Approach	Kobre, Kenneth	Focal press	2012	-
2	Photo Journalism: An introduction	Parrish, S. Fred	Wadsworth/Thomson Learning	2002	-

3	Read World Digital Photography	Eismann, Katrin Duggan, Sean Grey, Tim	Peachpit Press	2010	3 Edition
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Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./ Edition
1	Life Photographers: What they saw	Loengard, John	Bulfinch Press	1998	-
2	The World's Top Photographers Photo Journalism: And the Stories behind Their Greatest Images	Steel, Andy	Rotovision	2006	-

Teaching Methodology:

Studio Sessions, Lab Sessions, Workshops

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II		4			4	4
Course Code		Course Title				
PDJ XXXX		SOCIAL AND INTERACTIVE MEDIA				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand how social/interactive media works.	L2
CO2	Apply skills for online content creation	L3

CO3	Analyse the impact of social media on identity formation.	L4
CO4	Appraise critical view on Interactive Media.	L 5
CO5	Combine skills to create, share and promote content online	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	M
CO2	M	S	S	S	M
CO3	S	M	M	M	L
CO4	M	M	L	S	S
CO5	M	M	L	S	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I Definitions, Foundations and Their Extensions

HOURS: 12

Digital Revolution - Digital Literacy – Interactive and Insta publishing, tools and practices - Digital media in everyday relationships - Personal and professional connections in the digital age.

UNIT II Digital Space and the Individual

HOURS: 12

Identity formation and social media - Social perspective, participation and power relations in social media - Design perspective - Virality and social interaction - Twitter users, context collapse, and the imagined audience.

UNIT III Attention Economy: Challenges, Opportunities and Risks **HOURS: 12**

The marketplace of attention: How audiences take shape in a digital age, Challenges posed by attention based economy – Network society and privacy - The Challenges and Opportunities for Spotting Credibility in a Digital World - Applied Issues in Investigative Interviewing, Eyewitness Memory, & Credibility Assessment.

UNIT IV Networking in the Digital Era**HOURS: 12**

Social networking, social media, blogs, Insta Messaging Apps, Online polls, comment moderation, Question-answer forums, Trolls and related ethical issues.

UNIT V Decoding Digital Era: The Present and Future**HOURS: 12**

Audience engagement, models-economic, cultural and political - Theories and practices – Socio-political usage of social media - Opinion formation, persuasion & algorithms – Artificial Intelligence – Internet of things - Electronic literature – Flash fiction, micro fiction, hyper text fiction, twitter fiction – Transhumanism.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Social media: A Critical Introduction	Fuchs Christian	SAGE Publications		
2	Social Media and the 'Spiral of Silence'	Hampton K.N., Rainie L., Lu W., Dwyer M., Shin I., Purcell K.	Pew Research Center		
3	Interactive Media for Sustainability	Roy Bendor	Palgrave Macmillan		

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Seeing Ourselves Through Technology - How We Use Selfies, Blogs and Wearable Devices to See and Shape Ourselves	Walker Rettberg Jill	Palgrave Macmillan		
2	The spiral of silence: public opinion, our social skin	Noelle-Neumann Elisabeth	Univ. of Chicago P.		

3	Interactive Media Use and Youth: Learning, Knowledge Exchange and Behavior	Elza Dunkels, Gun-Marie Franberg and Camilla Hallgren	SCOPUS		
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Teaching Methodology

Classroom Lectures, PPT Presentations, Guest Lectures Group Discussions; Interactive activities.

Evaluation Pattern

Internal 50% - CA I + CA II +III Component = 30+30+40 Marks = 100 Marks

External 50% - Semester-Written - 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II		2			2	2
Course Code					Course Title	
PDJ XXXX					GRAPHIC DESIGN	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand design processes.	L2
CO2	Apply skills in your particular areas of interest	L3
CO3	Analyse, Explore, develop and experiment different methods of graphic design	L4
CO4	Appraise understanding and knowledge of the contemporary design practice	L 5
CO5	Develop visual language and appropriate use of media and techniques	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	L	L
CO2	S	L	L	M	L
CO3	M	S	M	L	L
CO4	L	M	M	S	L
CO5	M	S	M	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I Aspects of Graphic design

HOURS: 15

Graphic design and interactive media- principles of graphic design information design — promotional design- identity design- magazine design- the design process- design aesthetics.

UNIT II Common uses of graphic design

HOURS: 12

Identity (logos and branding), Publications (magazines, newspapers and books), Print advertisements, posters, Website graphics and elements, signs and product packaging, kiosk layout.

UNIT III Clean Plate

HOURS: 12

Selection tools, Input/output formats and color spaces. Canvas size vs. Image size, Resizing and resampling images, Layer and blending modes, Selection tools, cropping images, Essential keyboard shortcuts, Retouching techniques, Contrast and Color balance, histogram. Alpha channels

UNIT IV Working with 3D

HOURS: 18

Working with Video and 3D files, Texture Painting for 3D objects: Revisiting clone brush and Healing brush, Texture painting. Manipulations: Advanced Layer Manipulations, Image Optimization, understanding animation and making moving images, Animated GIF Images.

UNIT V Graphic project design cycle**HOURS: 22**

Situation analysis- design – submission and approval – implementation and monitoring- appraisal- implantation – monitoring and advancement- improvisation of design.

Web Reference

S.No.	Links
1	http://cglab.ca/~morin/teaching/2405/notes/crap.pdf
2	https://designopendata.files.wordpress.com/2014/05/graphicdesigntheory_helenarmstrong.pdf
3	Adobe Resources Photoshop https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=otherIllustrator:
4	https://www.adobe.com/in/products/illustrator.html InDesign: https://www.adobe.com/in/products/indesign.html
5	https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-Ch11Principles%20of%20Web%20Design.pdf

Teaching Methodology

Classroom Lectures, Lab Sessions, Preparation of Dummy Pages, Designing Exercises

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	MC		T		6	6
Course Code				Course Title		
PDJ 3501				SOCIAL MEDIA COMMUNICATION		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Identify the authenticity of social media publications	L1
CO2	Evaluate the social media with right sense	L5
CO3	Create News/stories based on social media	L6
CO4	Construct media literacy oriented material	L6
CO5	Propose content writing for social media	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L
CO2	L	L	M	M	L
CO3	L	M	H	L	M
CO4	L	M	L	H	M
CO5	L	M	M	H	L

* S- Strong; M-Medium; L-Low

Syllabus

Unit 1 – Social Media Past & Present

Hours : 18

Definition of social media, how social media has changed over time. Identification of various types of social media; the basic uses of social media. how it affects our lives and our livelihoods—both positively and negatively; positive and negative influences of social media on individuals, businesses, and society as a whole.

Unit II Social Media Giants: Facebook, Twitter and Instagram, Twitch

Hours : 18

Evolution and history of Facebook and Twitter Instagram, Twitch. The uses of Facebook and Twitter in personal, academic, and professional realms. The Use of security features for each platform. Strategies for achieving academic and professional goals using Facebook and Twitter.

Blogs, Videos, Wikis, and More

History and evolution of each social media Blogs, videos, wikis etc., How each social media is used. Strategies for implementing each social media (platforms). Impact the social media (B, V, W) have had on academics, professions, and society in general.

Unit III The ‘Social’ of Social Media**Hours : 18**

How Social Media Can Be Used for Interpersonal Communication? Identification of social media platforms best suited for interpersonal communication versus academic or professional communications. Compare and contrast social media platforms in terms of their interpersonal applications. Utility of the features of Facebook, Twitter twitch etc., designed for interpersonal communication. Analysis of the effects of Smartphone usage on our social media interactions. Evaluation the pros and cons of using social media networks for interpersonal communication. Identification and application of safety guidelines when communicating on social media platforms.

Unit IV: Social Media as a news source**Hours : 18**

Social media as a worldwide news source, local News sources, conversion of media listeners to media watchers to media participation, Youth vs social media, emergence of media content creators. Social media as news sharing and interconnectedness.

Unit- V Future of social media and information literacy**Hours : 18**

Media literacy, life-long learning, Framing of media messages, Potential effects from media literacy.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Network Society: Social Aspects of New Media	Jan A.G.M. van Dijk	SAGE Publications	2006	
2	‘The New Media Consumers: Media Convergence and the Displacement Effect’	Adoni, H. and H. Nossek	European Journal of Communication Research	2001	26 (1): 59–83
3	Computer-mediated communication’, in D.A. Norman and S. Draper (eds), User Centered System Design: New Perspectives on Human–Computer Interaction	Bannon, L.J		1986	
4	Linked, The New Science of Networks. Cambridge	Hillsdale, NJ: Erlbaum. Barabási, Albert-László	MA: Perseus	2002	

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Social Media Communication: Concepts, Practices, Data, Law and Ethics	Jeremy Harris Lipschultz	Routledge		1,2 edition
2	The Art of Social Media: Power Tips for Power Users	Guy Kawasaki	Google books		
3	Social Media and Crisis Communication	Luchinda astinand Yan jin,	Taylor & Francis: NY	2018	
4	The Language of new media. Cambridge	Manovich,L	Mass.MIT Press.	2001	

Teaching Methodology:

Classroom Lectures, Audio Visual Presentations, Group Discussion

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	MC	L			6	6
Course Code		Course Title				
PDJ 3502		INTERNET MEDIA DESIGNING AND PUBLISHING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the Methods and Techniques of Developing a Simple Website	L1
CO2	Identify the Standard Web Page Language	L3
CO3	Apply CSS, Tables, loops, popups in web page development	L4

CO4	Explain about web templates	L5
CO5	Create and Maintain Web Page	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L
CO2	L	L	M	M	L
CO3	L	M	H	L	M
CO4	L	M	L	H	M
CO5	L	M	M	H	L

* S- Strong; M-Medium; L-Low

Syllabus

Unit I: Fundamentals of Design

HOURS 18

Fundamentals of Design - Elements of Design - Principles of Design - Web Design - Introduction to Internet – WWW- History and Origin - Multimedia Technology -Hyperlink, Navigation - HTML (Hypertext Mark-up Language) - HTML Codes - Creating Basic Webpage.

Unit II: Image Compositing

HOURS 18

Principles of Beautiful Web Design – Imagery - Image Sources - Cropping Photoshop - Adjustments - File Formats and Resolutions - Borders and Edge - Treatments Texture, Points, Line, Shape -Volume and Depth – Pattern - Building Texture Application - Grouting and Setting.

Unit III: Developing of interactive webpage

HOURS-18

Introduction to Dreamweaver - Creative Cloud, CSS - Developing Dynamic Cross - Interactive Web Pages – Buttons – Hyperlink – Tables-JavaScript – Introduction Variables - IF-Else-Event Handling - Introduction to Java Script Object - Loops-Interactivity - Pop Ups.

Unit IV: Create Web Templates

HOURS-18

Collecting Different Website Themes - Website Template Design - Introduction to Online Free Web Templates - Web Portfolio.

Unit V: Creating Webpage**HOURS-18**

Creating Webpages - Creating the Website – Saving -Working on the Website - Titling –Host – URL-Hypertext Transfer Protocol.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Computer Graphics Software Construction	Rankin, John R.	Prentice Hall Publications, Australia	1989	
2.	Principle of Interactive Computer Graphics	Newman, William M. and Sproull, Robert F.	McGraw Hill Publications, New York	1989	
3.	Computer Graphics: Systems and Concepts	Salman, Rod and Slater, Mel.	Wesley Publications, Boston Addison	1987	
4.	<i>Computer Graphics: Systems and Concepts</i>	Salman, Rod and Slater, Mel.	Wesley Publications, Boston Addison,	1987	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Professional Computer Graphics: Principles and Practice	Hughes, John F.	Wesley Publications, Boston Addison	2013	
2.	The Principles of Beautiful Web Design,	Beard, Jason.	Site Point Books, Melbourne,	2010	
3.	Computer Graphics Software Construction	Rankin, John R.	Prentice Hall Publications, Australia,	1989	
4.	Principle of Interactive Computer Graphics	Newman, William M. and Sproull, Robert F.	McGraw Hill Publications, New York,	1989	

Teaching Methodology

Extensive Theory & Practical sessions, Computer Lab sessions, ICT based presentations, Video Lectures, Group Discussions, Interactive activities, Mini-project, MCQs, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	MC	L			6	6
Course Code				Course Title		
PDJ 3503				COMMUNICATION RESEARCH		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define research	L1
CO2	Compare research approaches and methods	L2
CO3	Choose a research topic and determine appropriate method	L3, L4
CO4	Plan, gather, organize and interpret the data	L2, L5
CO5	Write a dissertation	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	L	M	S
CO2	L	M	L	M	S
CO3	M	L	M	L	S
CO4	L	M	L	M	S
CO5	L	L	L	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I Basics of Research**HOURS: 20**

Definition of research - scope and importance of research in communication and media studies - research process - scientific approach to inquiry; Types of research; Approaches - qualitative and quantitative research; Historical research; Research methods - survey, case study, content analysis, ethnography; Experimental research; Focus Group Interview; Participant and Non-Participant Observation; In-depth Interview.

UNIT II Elements of Research**HOURS: 15**

Elements of research - research question - variables – types of variables - discrete and continuous, independent and dependent, control variables; Objectives – research problem – Hypothesis: statement or assumption; Scope and limitations of research; Steps in research.

UNIT III Sampling Techniques**HOURS: 15**

Sampling - population and sample – Sampling techniques - probability sampling - simple random sampling, systematic random sampling, stratified random sampling, cluster sampling - Non-probability sampling - purposive sampling, availability sampling, quota sampling, snowball sampling; Generalizability of results - sampling error; Tools for Data Collection - questionnaires, interviews, observation.

UNIT IV Data Analysis**HOURS: 10**

Measurement – levels of measurement - nominal, ordinal, interval and ratio; Introduction to statistics – descriptive statistics - central tendency – mean, median, mode; Inferential statistics: Data Management and Analysis

UNIT V Research Work and Thesis Writing**HOURS: 30**

Practical Exercise - Select a topic related to media and communication and conduct a research. Submit a dissertation of not less than 40 pages.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Media and Communication	Berger, Arthur Asa.	Sage Publication, New Delhi,	2000	-

	Research Methods				
2	Mass Media Research	Roger, Wimmer. D & Dominick, Joseph R.	Wadsworth Publications, London	2000	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Qualitative Media Analysis	Altheide, David L.	Sage Publication, New Delhi	1996	
2	Media Research Methods	Gunter, Barrie.	Sage Publication, New Delhi	2000	

Teaching Methodology

Chalk and Talk Lectures; ICT based presentations; Video Lectures; Group Discussions; Interactive activities; Pilot-project

Evaluation Pattern

Internal : Internal 50% - CA I & CA II = 60 and Faculty Evaluation = 40 Marks

External : External 50% - End Semester Evaluation = Practical 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	MC	L			4	4
Course Code				Course Title		
PDJ 3504				SCRIPT WRITING		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand key concepts of Script Writing for TV, films and OTT platforms and work on scripts.	L2
CO2	Sketch original ideas into workable one liners, identifying themes, genre etc.	L3

CO3	Analyse various scripts comparing them with your original script for fine tuning creative work.	L4
CO4	Evaluate the original stories and narration style for the final project.	L5
CO5	Produce an original script for a TV programme, movie or web series using script writing software.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	L
CO2	S	M	S	M	L
CO3	S	M	L	M	L
CO4	M	L	M	L	L
CO5	S	L	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: The Art and form of Scriptwriting

HOURS: 12

The art of script writing and the role of the script in TV programmes, film and OTT platforms - Ideation, fine tuning through research - Writing the screenplay: Structure and format, synopses, outline and treatment.

UNIT II: Developing stories and characters

HOURS: 12

Shaping authentic characters and stories: building characters and story - Structural elements - Character and story arc - The role of empathy in character development - Building the story and narration styles.

UNIT III: Structural understanding of script writing

HOURS: 12

Plot points - Opening and closing - How to build gripping conflicts and crisis - Principle of claustrophobia - Design of Act: 3 Act, 5 act, 9 act structure - Scene and sequence design and fine tuning.

UNIT IV: Dialogues and visual language for script writing**HOURS: 12**

Methods of writing dialogues - Importance of visual language, silence and suspense in a script
 - Practicing formatting of script writing - Understanding different genre - How to kindle different emotions among the audience.

UNIT V: Working on the original script using software**HOURS: 12**

Using various software for script writing - Keying in, fine tuning and finalising original script in a professional script writing software - Working out the budget using script writing software.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	The Foundations of Screenwriting	Syd Field	Delta Publication	2005	-
2.	No Drama Just Theatre	Crea Shakthi	Notion Press	2018	-
3.	Television Production Handbook	ZETTL (HERBERT)	Cengage Learning	2005	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Save the Cat: The Last Book on Screenwriting You'll Ever Need	Snyder, Blaker	Michael Wiese Production	2005	-
2.	Art Of Dramatic Writing: Its Basis in the Creative Interpretation of Human Motives	Lajos Egri	Touchstone Production	1946	-
3.	Write A Play And Get It Performed: Teach Yourself (TY Creative	Lesley Bown and Ann Gawthorpe	John Murray Learning	2010	-

	Writing)				
4.	Digital Moviemaking	GROSS (LYNNE S); WARD (LARRY W)	Thomson/Wadsworth Publication	2004	-
5.	Great Movie Directors	SENNET (TED)	Abrams		-

Teaching Methodology:

Screenings, storytelling sessions, lectures, presentations, group discussions, interactive activities.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	ES	L			4	4
Course Code				Course Title		
PDJ 3601				DIGITAL TV		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understanding basics of Script, Equipment, Art and Man power - (Cast & Crew)	L1
CO2	Write, Edit and Execute the Television News Production	L3,L6
CO3	Justify the Position of Camera, Mic and Light with reference to shooting rule.	L5
CO4	Create a Documentary by doing plan, write, execute and edit	L6
CO5	Create TV programs for various Genres for the target audience	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	M	M
CO2	S	S	M	M	L
CO3	L	M	S	M	M
CO4	L	M	S	L	L
CO5	L	L	S	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Production Process & Departments

HOURS: 12

Evolution of TV and web based programmes; Production Process; Production Departments; Film & Video Careers; Pre-Production; Production; Post-Production; Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

UNIT II : Shooting and Editing News

HOURS: 12

News Types; Shooting News; Storytelling Technique – focus statements, covering action vs. reaction, character development, video as priority, capturing great sound, the element of surprise, wrapping up the story; Camera Demonstration/Shooting Techniques; Scene file, Chroma Key; Audio for News.

UNIT III : Shooting Interviews and Debates

HOURS: 12

Shooting Interviews; 180 degree rule; Audio for Interview; gain, record check, using the light, framing sitting interviews, framing standing interviews, moving the camera and tripod Static Sequences Positioning the Mic to Interviewees Controlling Audio Levels Shooting Static Sequences

UNIT IV : Programme Production

HOURS: 12

Introduction: Exploring the concept and types of TV programmes, situating documentary film in social sciences, political and historical issues; Planning for Script; Proposal, Treatment, Synopsis writing. Pitching. Observation, visual documentation: photo/multimedia project. Interviewing: exercises, interview analysis. Finalizing treatment, Rough Cut.

UNIT V : Short Films & Video Programs**HOURS: 12**

Projects and Video technicalities; Video for Advertising and PSA; Various video programs for the TV audience; Ethics and Laws for Cinematography and Film production.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Practical Videography: Field systems and troubleshooting	Bernard, Robert L	Focal Press	1990	
2	Television Production Handbook	Herbert, Zettle.	Wordsworth Publishing Co	2005	9

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Writing and Producing for Television and Film	De Fossard Esat & Riber John	Sage Publications.	2005	1
2	Television Production	Millerson Gerald	Focal Press	1999	13

Teaching Methodology

Lectures; Seminar; ICT based presentations; Video Lectures; Guest Lectures; Group Discussions; Interactive activities; Mini-project

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	ES	L			4	4
Course Code				Course Title		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand various types of radio and audio content and research for content production.	L2
CO2	Apply skills for interviewing people to create radio and audio content.	L3
CO3	Analyse and apply skills engaging an aural audience.	L3&4
CO4	Demonstrate skills needed for editing digital radio/audio content and apply the same.	L3&4
CO5	Create digital radio and audio content and spread it among the digital audience.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	M	L
CO2	M	L	S	L	M
CO3	S	L	M	M	L
CO4	L	M	S	L	M
CO5	L	S	S	M	L

* S- Strong; M-Medium; L-Low

Syllabus**UNIT I Understanding Radio and its Presence in India****HOURS: 12**

Evolution of Radio and audio - Ambience sounds - MW, SW, FM Broadcast - Digital Radio, DRM and DAB - Internet radio - Radio Programme Formats - Producing Radio News - Process and Personnel Involved - Role of Prasar Bharati - AIR programming code - Government monopoly in Radio news genre.

UNIT II Nuances of aural medium**HOURS: 12**

Writing for the ear - Preparing scripts for radio programmes - Covering and Compiling Radio

News - Planning, Research for Reporting - Filing News Stories both as Hard Copy and Audio Report - Radio as a tool of propaganda - Tool of developmental journalism

UNIT III Types of Radio-audio content and ways of handling it **HOURS: 12**

Voice-Recording editing Audio - Preparing and executing interviews - Editing Interviews for News Bulletins - Types of News Bulletins - Use of Microphones - Types of Microphones - Air filters - Handling of Console in Editing Studio and Broadcast Studio - Handling recording in open spaces.

UNIT IV Practical skills needed for a digital audio specialist **HOURS: 12**

Cultivating Voice for Radio Broadcast- Practice for On-air Presentation - Role of Newscaster - Commentator – Presenter - Anchor-person – Announcer - Compere - Basic Equipments for Indoor and Outdoor Broadcast - Elements of Mobile Journalism - Techniques for Podcasting.

UNIT V The era of audio **HOURS: 12**

Audio clips - Audio slideshow - Video and audio podcasts - Using mobile for recording and live streaming events - Editing using mobile tools and PC tools - Uploading using mobile apps - AI and audio mediated communication.

Teaching Methodology

Studio Sessions, lab Sessions, classroom lectures, industry visits, field work.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Broadcast Journalism: Techniques of Radio and Television News	BOYD, ANDREW	Focal Press	2008	-

2	The Online Journalism Handbook	Bradshaw, Pau	Routledge Publication	2018	-
3	Questions And Answers On Radio And Television	HELLYER (H W)	Newnes-Butterworth	-	-
4	Radio Talks	Annadurai CN	Anna Publishing House	-	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Techniques of Radio Production	McLeish, Robert	Focal Press	-	-
2	Broadcasting and the People	Mehra, Masani	National Book Trust	-	-
3	Indian Broadcasting	Luthra, H.R	Publications Division	-	-
4	Broadcast News Writing, Reporting and Producing	White, Ted	Focal Press	-	-

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	EDS	L			2	2
Course Code				Course Title		
PDJ 3301				PUBLIC RELATIONS		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand Public Relations office works and Event Management	L1
CO2	Develop Skills to Manage Events and press release	L3

CO3	Investigate the ethical practices of public relations	L5
CO4	Evaluate campaigns and their purposes	L5
CO5	Research and Create socially relevant campaigns	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	M	M
CO2	M	M	S	L	M
CO3	L	M	L	M	S
CO4	L	M	S	L	M
CO5	M	L	M	L	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit – 1 Fundamentals of PR

6 Hours

Definition of Public Relations - PR as a Communication Function - Different Public Relations - Propaganda and Public Opinion - PR as a Management.

Unit – 2 Functions of PR

6 Hours

Stages of PR, Planning, Implementation Research, Evaluation - PR Practitioners and Media Relations -Press Conference, Press Release, Exhibition and other PR tool.

Unit – 3 Segments of PR

6 Hours

Communication with the Public - Media Relations, Community Relations - PR in India, Public and Private Sectors - PR Counselling - PR Agencies - PR and Advertising - PR for Media Institutions.

Unit – 4 Impact of PR and Laws and Ethics of PR

6 Hours

Crisis Communication - Event Management - Time Management. PR for Hospitals - PR for Charitable Institutions - PR for Defense - PR for NGOs - PR for Political Parties - Management and Case Studies, PR Research Techniques - PR and Law - PR and New Technology - Code of Ethics - International PR- Professional Organizations - Emerging Trends.

Unit – 5 Campaign practices**6 Hours**

Research and choose a topic and execute campaigns

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Public Relations: Strategies and Tactics	Wilcox, Dennis L	Pearson PLACE	2011	-
2	Public Relations Writing: The Essentials of Style and Format	Bivins, Thomas	McGraw-Hill	2010	-
3	. Public Relations Writing and Media Techniques	Wilcox, Dennis	Allyn& Bacon	2009	-
4	Mass Media Tomorrow	D'souza, K	Indian Publishers Distributors, New Delhi	1977	-
5	Lectures on Mass Communication	Ganesh, S	Indian Publishers Distributors, New Delhi	1995	-

Teaching Methodology

Classroom Lectures; Seminars; Presentations

Evaluation Pattern

Internal 50% - CA I & CA II = 60 Marks and Faculty Evaluation = 40 Marks

External 50% - End Semester Evaluation – Practical 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	FC	L			2	2
Course Code				Course Title		
PDJ XXXX				DIGITAL COMMUNICATION SKILLS		

Course Outcomes

COs	Statements	Bloom's Level
CO1	Demonstrate skills in working on In-design and Photoshop software	L2
CO2	Apply designing skills for e-newspapers and e-magazines	L3
CO3	Assume basic strategies & skills in digital communication.	L4
CO4	Appraise basic skills in the art of influencing people through social media platforms	L5
CO5	Build effective strategies in customer relation management	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	M	L
CO2	L	M	S	L	M
CO3	S	L	M	S	M
CO4	L	M	S	M	L
CO5	M	L	S	M	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: EMAIL CAMPAIGN AND BLOGGING

HOURS: 10

Email campaign – Email etiquette - Blogging – Writing to customers – Writing for online magazines

UNIT II: WORKING ON PHOTOSHOP AND INDESIGN SOFTWARE

HOURS:10

Using Photoshop & In-design software, preparing brochure, magazines and e-newspapers

UNIT III: CUSTOMER RELATIONSHIP MANAGEMENT

HOURS:10

Customer service, marketing or sales team, managing a CRM system, understanding its importance

and constantly coming up with new ways to utilize it is key to anyone involved in marketing and communications.

UNIT IV: WORKING ON SOCIAL MEDIA PLATFORMS

HOURS:10

Essentials of Linked-in, Facebook, Twitter, Instagram and other social media platforms

UNIT V: WEB CONTENT STRATEGY

HOURS:10

Understanding of IT and the cloud – Web conferencing – Content strategy

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Be social: Building Brand YOU online	Karthik Srinivsan	Amazon	2019	
2.	Art of Social Media	by Guy Kawasaki and Peg Fitzpatrick	Amazon	2014	
3	Contagious: How to Build Word of Mouth in the Digital Age Paperback	Jonah Berger	Amazon	2013	

From the Web

S.No.	Web References
1	https://www.linkedin.com/pulse/20140325033801-98206634-5-must-have-skills-for-digital-communications/
2.	https://www.bizcommunity.com/Article/196/536/185707.html
3.	https://www.thebalancecareers.com/digital-media-skills-2062387
4.	https://www.business2community.com/communications/communication-in-top-eight-digital-skills-needed-01356787

5.	https://digitalmarketinginstitute.com/blog/10-digital-skills-that-can-make-students-instantly-employable
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Teaching Methodology

Chalk and Talk Lectures; ICT-enabled presentations; Seminars; Workshops; Role plays; Industry visits; Video Lectures; Group Discussions; Interactive activities; Mini-projects; MCQs,

Evaluation Pattern

Internal 50% - CA I & CA II = 60 Marks and Faculty Evaluation = 40 Marks

External 50% - End Semester Evaluation – Theory; Written: 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV			6		6	6
Course Code					Course Title	
PDJ 4501					ETHICS AND LAWS FOR DIGITAL MEDIA	

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the various sources of law in the Indian Legal system.	L1
CO2	Identify and explain the importance of laws related to the press in India.	L2
CO3	Demonstrate how ethics apply to broadcasting on both television and radio.	L3
CO4	Examine various terms associated with ethics for digital media.	L4
CO5	Analyse and discuss plagiarism, Privacy, piracy and copyright infringement.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
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CO1	M	S	L	S	M
CO2	S	S	L	S	M
CO3	M	M	S	S	M
CO4	L	L	M	S	M
CO5	S	M	M	S	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit 1 – Introduction to the Legal System

Hours: 10

The Indian Legal system and the role of courts - types of law - the court system - State and Federal legislative powers - Freedom of Expression - Legal theory and Concepts - Ethics Theory and Concepts – Contempt of Court - Defamation: Types of defamation – Who can be defamed? – Elements of Libel – Defenses to Libel – Criminal Libel – Photo illustrations/ Digitally Altering images – Libel in Fiction.

Unit – 2 Internet Regulation

Hours: 20

Development and History of Internet, ICANN, the Internet’s Manager, Net Neutrality, Voice over internet protocol, eAccessibility, Cybercrime, Internet gambling, Virtual law; Information Gathering – Access to information, Access to Public officials, Legislative information and Judicial information, Protection of Information.

Unit 3 – Intellectual Property: Copyright

Hours: 20

Source and Purpose of Intellectual Copyright protection – What can be copyrighted? – Who qualifies for Copyright protection? – What are a copyright holder’s exclusive rights? – Registering and Protecting works – What is Copyright infringement? - Digital Copyright Millennium Act.

Unit – 4 Privacy

Hours: 20

Invasion of Privacy – Whose privacy is protected? – Constitutional Protections for privacy – Privacy protection under Common Law – Defenses to invasion of Privacy – State Privacy statutes – Workplace privacy – Privacy and Social networking – Anonymity online – Government Surveillance.

Unit – 5 Online Broadcasting Regulation

Hours:20

Obscenity and Indecency – Regulation of Indecency and material harmful to minors – Violence – Incitement to Violence – Threats – Hate speech; Commercial Speech – Regulation for unfair and Deceptive advertising – False advertising and State law – Advertising to Children – Marketing Intrusions – Antitrust Law; Court Cases and case studies related to Paid News – Netflix - Amazon

prime - Advertorials – Hacking – Fake – Troll - Media trial and sting operation - Cartilisation of media.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Digital Media Law	Ashley Packard	Wiley- Blackwell	2013	Second Edition
2	Cyber Laws for every Netizen in India	Vijayshankar, Na.	Ujvala Consultants Pvt Ltd., Bangalore	1999	First Edition

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Constitution of India	Durga Das Basu	Lexisnexis	2013	21 st Edition
2	Law of the Press	DD Basu	Prentice Hall	2006	
3	Makers of Modern India	Ed. Ramachandra Guha	Penguin, New Delhi	2010	
4	Journalistic Ethics	PK Menon	Pointer Publishers, Jaipur	2005	

Teaching Methodology:

Classroom Lectures, Audio Visual Presentations, Discussion and presentation of Case studies

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	MC2	6			6	6

Course Code			Course Title
PDJ 4502			Mobile Journalism

Course Outcomes

COs	Statements	Bloom's Level
CO1	Apply networking theories and concepts to practical social media projects in journalism	L1
CO2	Make use of mobile technologies as learning and reporting tools	L3
CO3	Analyze and research for social media needs and uses of news audiences	L4
CO4	Improve online communities around social media platforms	L6
CO5	Propose multimedia news content for social media	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	M	M	S
CO2	L	M	S	M	S
CO3	M	S	S	L	M
CO4	S	L	M	L	M
CO5	L	S	M	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I Fundamentals of Mobile Journalism	HOURS: 18
The Mobile Journalism Revolution – Timeline of News Gathering tools – Arrival of the MOJO – MOJO workflow.	

UNIT II Handling equipments for Mobile Journalism**HOURS: 18**

Robb Montgomery- first mobile news room, Camera apps, Microphones, Cradles, tripods, Power Supply, Accessories, Live Tools and transfer devices. Al Jazeera Kit (iPhone Beholder Handheld SP, Manfrotto Midi plus Led Light, Mophie, Juicepack Powerstation Pro iRig)

UNIT III Story telling methods and Apps**HOURS: 18**

MOJO Storytelling – Multi-Planar form – SCRAP: Story, Character, Resolution, Actuality and Production. 6 pattern shots, 5 method shot, conceiving a news story in 30 seconds. Narrative motion vs camera motion, story format. 3 levels on the spectrum of interactive storytelling.

UNIT IV Applications and Case studies**HOURS: 18**

Applications for photograph (Pro Camera, snapseed, proshot VSCO) Video recording (film pro, record it, cinema 4k) Multi-track editor (Luma fusion, Kinemaster, Power director, alignmaster), Audio recording (voice record pro, recLite pro). MOJO case studies in India, Asia, UK and USA. Interview techniques.

UNIT V Limitation, Live and Data**HOURS: 18**

MOJO- Live streaming and content strategy, Social Networks and Social Media – Ethical and Legal Issues related to MOJO – MOJO limitation and challenges. MOJO impact across different platforms. Data transmission and data cleaning, archiving.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	Introduction To Media Production The Path To Digital Media Production	MUSBURGER (ROBERT B); KINDEM(GORHA)	Routledge		
2	Digital India: Understanding Information, Communication And Social Change	THOMAS (PRADIP NINAN)			
3	Film Maker Handbook (A Comprehensive Guide For The Digital Age)	ASCHER (STEVE) & PINCUS(EDWARD)	Plum	2012	

4	மொபைல் ஜர்னலிசம்	சைபர் சிம்மன்	கிழக்கு பதிப்பகம்	2018	
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Web Reference

S.No	Link for web reference
1	https://keralamediaacademy.org/wp-content/uploads/2015/02/The-mobile-journalist.pdf http://osou.ac.in/eresources/DJMC-02-Block-03.pdf
2	https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalism%20english.pdf
3	http://www.mojo-manual.org/mojo-manual-apps/
4	http://www.ired.org/modules/infodoc/files/english/mojo_mobile_journalism_in_the_asian_region.pdf

Teaching Methodology

Lecture method, AV presentation, guest lecture and field work.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
4	MC	6			6	6
Course Code		Course Title				
PDJ 4503		FEATURE WRITING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	To match the qualities of storytelling and how they differ from news.	L1
CO2	To build a vocabulary of storytelling	L3

CO3	To test the qualities of storytelling and how they differ from news.	L4
CO4	To construct a writing process that carries a story from concept to publication	L5
CO5	To dissect tools for finding and framing interesting features.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	L	S	M
CO2	M	M	M	S	M
CO3	M	L	L	M	S
CO4	S	S	M	S	L
CO5	S	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

Unit -1 Essentials of Feature

HOURS: 18

Definition of News - Hard News and Soft News - Feature Writing: Interpretive Writing, Investigative Writing – Headlines - Writing Lead - Types of Leads- Headline and its Function – How to Write a Headline – Kinds of Headlines: Label, Descriptive, Running Stories, Multiple-point Leads.

Unit – 2 Anatomy of Newspaper

HOURS: 18

News Types; Shooting News; Storytelling Technique – focus statements, covering action vs. reaction, character development, video as priority, capturing great sound, the element of surprise, wrapping up the story; Camera Demonstration/Shooting Techniques; Scene file, Chroma Key; Audio for News.

Unit – 3 Working through the reporting process

HOURS: 18

Building observational and listening skills- News reports versus stories- Conceiving and backgrounding the story-(starting the reporting process) Localisation- Projection- Focus or theme statements-Pitching the story-Organizing stories-Leads and endings-Managing the middle-Reporting at ground level- Outlining the story.

UNIT IV The roots of good writing

HOURS: 18

Using language with style and precision- Workshopping first drafts- Personality Profiles Finding a subject, finding a theme, finding out information- Interviewing for story- Logistical and ethical

considerations in interviewing for story- Pitching profile ideas- How voice emerges- Sharpening the story's angle and content- Researching publications, framing queries- Finding stories off the news

UNIT V Features

HOURS: 18

Types of Features -- Interviews - Trend Stories - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Music, Theatre, Books and Art - Science and Technology - Travel, Food and Fun – Lifestyle- Opinion Piece – Editorial: Importance of Editorials, Who Writes Editorials? The Editorial Board, Editorial Page Editor- Letters to the Editor- Open Editorials – Column - Commentary – Middle, Editorial Cartoons

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	America's Best Newspaper Writing, edited	Roy Peter Clark and Christopher Scanlan	Bedford/St. Martin's,	2006	
2	Telling True Stories: A Nonfiction Writers' Guide Foundation	Mark Kramer and Wendy Call,	Harvard University	2007	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	<i>Feature Writing: A Practical Introduction, 6</i>	Susan and Featherstone	Saga Publications.	2007	
2	<i>The Complete Book of Feature Writing, Writer's</i>	Witt, Leonard.	Digest Books, Ohio	1991	

Teaching Methodology

Lectures; Seminar; ICT based presentations; Video Lectures; Guest Lectures; Group Discussions; Interactive activities; Mini-project

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week	Total Hours	Credits
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		L	T	P		
IV	ES		T		4	4
Course Code			Course Title			
PDJ 4601			GENDER, MEDIA AND MARGINS			

Course Outcomes

COs	Statements	Bloom's Level
CO1	Relate to social problems	L2
CO2	Examine issues in media representation	L3
CO3	Question and criticize media ethics, policy and ownership	L4, L5
CO4	Apply Foucault and Gramscian thought for studying media	L
CO5	Facilitate fair representations of women and marginalized communities	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	M	L	L
CO2	L	M	L	L	L
CO3	S	M	L	M	L
CO4	L	L	L	M	M
CO5	S	L	M	L	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I Perspectives on caste, gender and racial issues HOURS: 16

Social construction of caste, gender and race; Caste, race and gender discrimination; LGBT issues; Issues of minority communities; Stereotyping; Identity and power; Intersectionality; Foucault, Gramsci, Edward Said, Spivak, Ranajit Guha : Discipline, Hegemony, Orientalism, Subalternity.

UNIT II Contemporary Issues HOURS: 15

Caste : Mandal Commission – Reservation; Meritocracy; Globalisation and Discourses on Caste; Casteist Violence, Religious Minorities : Economic condition of Muslims in India; Uniform Civil Code; Sachar Committee report; Citizenship debates

UNIT III Media Representation HOURS: 12

Tribal Communities : Land alienation; Indebtedness; Forest regulation and policy; Mines and tribal people; Displacement; Representations of women and marginalized in media; Terrorism, violence and race/caste/minorities in media coverage

UNIT IV HOURS: 12

Discipline and body; Discipline and home; Sexual minorities and discourses of (in)visibility;
Reading 1 : The Role of Stereotypes by Richard Dyer
Reading 2 : Women as Sign in TV News by Lana Fakow and Kimberlie Kranich
Reading 3 : Visual Pleasure and Narrative Cinema by Laura Mulvey
Discussion : Films Vertigo, Matrix

UNIT V HOURS: 12

Reading 4 : Racist Ideologies and Media by Stuart Hall
Reading 5: The ‘Terrorist’ and the Screen : Afterimages of the Batla House ‘Encounter’ by Shuddhabrata Sengupta
Reading 6: Integrating Whose Nation : Tourists and Terrorists in ‘Roja’ by Tejaswini Niranjana
Reading 7: Desensitization, Violence and the Media by Hans Eysenck and DKB Nias

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
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1	No Limits : Media Studies in India	Sundaram, Ravi	Oxford University Press, New Delhi	2013	
2	M Media Studies : A Reader	Morris, Paul and Thornham, Sue :	Edinburgh University Press, Edinburgh	2005	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1	A Companion to Media Studies	Valdivia, Angharad N	Blackwell Publishing, Oxford	2004	
2	Media Studies : Policy, Management and Media Representation	Fourie, Pieter J	Ju Juta and Co., Cape Town	2008	

Teaching Methodology

Chalk and Talk Lectures; ICT based presentations; Video Lectures; Group Discussions; Interactive activities; Mini-project;

Evaluation Pattern

Internal: Internal 50% - CA I & CA II = 30 + 30 =60 Marks and Faculty Evaluation = 40 Marks

External: External 50% - End Semester Evaluation = Written 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	ES	L			4	4
Course Code				Course Title		
PDJ 4602				BIG DATA JOURNALISM		

Course Outcomes

Cos	Statements	Bloom's Level
CO1	Understand the basic concepts of big data.	L1
CO2	Trace data visualisation.	L3
CO3	Application of data in various software and testing	L5
CO4	Analyse aspects of data archiving and processing.	L5
CO5	Research on case studies of big data.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	L	L	M
CO2	L	L	M	L	S
CO3	M	L	M	L	L
CO4	L	L	M	M	L
CO5	S	L	M	L	M

* S- Strong; M-Medium; L-Low

Syllabus

Unit 1: Essentials Data

Hours: 12

What is Data - Why is it important - Applications of Data - Case studies of Data Journalism in (a) Investigations (b) Analysis (c) Presentations - Data Analysis of media posts on Social Media - Comparative impact study by data-driven cost-analysis

Unit 2: Data Collection & Storage

Hours: 12

How is data stored and retrieved - architecture of a database basics - Different types of data storage - Excel basics - SQL basics - MongoDB basics - neo4j database basics - Basic web-scraping with python

Unit 3: Data Processing and organising

Hours: 12

Introduction to queries - create a simple SQL Database - write, read, compare data from a SQL

database - understanding the Data, it's content and it's architecture - MS Excel Pivot table basics.

Unit 4: Data Visualisation

Hours: 12

What is Data Visualisation – it's significance - Microsoft Excel-based simple visualisation - Designing with Data - DIY tools to visualise data (using any 3) and tell a story

Unit 5: Identifying Data Bias & Legal Data Ownership

What is a Bias- Examples of Data Bias - Types of Bias - Identifying Bias - Faulty conclusions - Data Ownership - Data Rights & Loyalty - a Case Study of Data Bias

Web Reference:

1.	Data Journalism Handbook 1 - Available at https://datajournalism.com/
2.	Data Journalism Handbook 2 - Available at https://datajournalism.com/
3.	Python Data-science Handbook

Teaching Methodology

Lab-class sessions through online and offline forums, show-and-tell styled learning sessions and practice lab sessions.

Evaluation Methodology:

Internal 50% - CIA + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	SS	2			2	2
Course Code				Course Title		
PDJ 4801				PROFESSIONAL SKILLS FOR MEDIA		

Course Outcomes

Cos	Statements	Bloom's Level
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CO1	Understand the importance and forms of Communication.	L2
CO2	Identify and explain the importance of Listening in Communication.	L2, L3
CO3	Classify the functionalities of group communication.	L4
CO4	Analyse the dynamics of organizational Communication.	L4
CO5	Create a physical and digital portfolio.	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	L
CO2	L	L	M	M	L
CO3	M	L	S	M	L
CO4	M	L	M	M	L
CO5	S	S	S	S	L

* S- Strong; M-Medium; L-Low

Syllabus

Unit 1 – Human Communication

Hours: 4

Importance and forms of Human Communication – Elements of Human Communication; Communication Context, Source- Receiver, Messages, Channels, Noise, Effects - Principles of Human Communication – The Self in Human Communication.

Unit – 2 Listening in Communication

Hours: 4

Listening Process - Listening Barriers - Styles of effective listening: Empathetic and Objective Listening, Non-judgmental and Critical Listening, Surface and Depth Listening, Polite and Impolite Listening, Active and Inactive listening – Culture and Listening.

Unit 3 – Interpersonal Communication

Hours: 4

The Conversation process – Principles of Conversation – Relationship Stages – Group Communication – Small groups and teams, Idea generation groups, Information sharing groups, Problem-Solving groups – Members and leaders in small group communication.

Unit 4 - Organisational Communication**Hours: 4**

Organisation – Characteristics of Organisation – Organisational Messages: Formal, Informal, Communication channels, Communication Networks, Information Overload and Isolation – Organisational relationships, mediated communication.

Unit 5 - Portfolio Creation**Hours:15**

Final Portfolio Creation - Portfolio Creation with Your Own Best Works - Physical and Digital Portfolio Creation -Print Portfolios, Photographs, Illustrations, Ad campaigns, Design Projects – Online Portfolio Creation Tools and Techniques - Introduction to Portfolio Websites – Adobe portfolio, Behance, Dribbble, Webfx.

Teaching Methodology

Class room sessions, PowerPoint presentations, practice lab sessions.

Evaluation Methodology:

Internal 50% - CIA + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	PJ	L			6	6
Course Code		Course Title				
PDJ XXXX		DIGITAL MEDIA PROJECT & INTERSHIP				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Apply skills learnt throughout the programme	L3
CO2	Differentiate between various modes of multimedia communication to choose the apt form of expression for each news story.	L4
CO3	Appraise individual portfolio done throughout the programme and select best works to display digitally.	L5
CO4	Demonstrate skills in collecting, compiling, reporting various news for the final project.	L3&4
CO5	Produce original multimedia content	L6

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	L
CO2	S	M	M	M	L
CO3	L	M	S	L	L
CO4	S	S	M	M	L
CO5	S	S	S	M	L

* S- Strong; M-Medium; L-Low

Syllabus

Prepare and publish a Web Magazine with 15 stories in multiple formats: text, photo stories, audio visual stories etc, with infographics and animation too. Students should apply skills learnt in the course like Graphic Design, Reporting and Editing, Web Designing, Feature Writing to prepare a solid and original online magazine.

Complete the internship for a mandated 240 hours.

Teaching Methodology:

Lectures, presentations, group discussions, field work, Internship reviews.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks