

NEP and Learning Outcome-based Curriculum Framework (LOCF)

For

**MAMC Integrated
Programme**

(To be effective from the Academic Session 2022-23)



Department of Media Studies

Gurugram University, Gurugram

(A State Govt. University Established Under Haryana Act 17 Of 2017)

Table of Contents

S. No.	Particulars	Page No.
1	Background	
2	Programme Outcomes	
3	Programme Specific Outcomes	
4	Graduate Attributes	
5	Qualification descriptors	
6	Scheme of Programme	
7	Learning outcome index	
8	Syllabus	

1. Background

Introduction

The Learning Outcomes-based Curriculum Framework (LOCF) for Bachelor of Arts – Journalism and Mass Communication degree programme intended to design a broad learning framework to provide the human capital needs of the ever changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower students with creativity, knowledge, ability, skills and also moral ethical values so that he will able to acquire professional skills along with social-cultural values. It is also designed to make them capable of understanding primary research culture among students to encourage Research and Development (R & D) potentials in the field of audience, behaviour, content and meanings studies. This five year integrated programme has been structured to prepare the students to achieve skills for information, entertainment as well as media relations industries.

Program Educational Objectives (PEOs) MAMC Integrated Program :

1. To impart the specialized knowledge of Mass communication & Journalism areas of studies.
2. To develop the students into competent and efficient Media & Entertainment Industry ready professionals.
3. To empower students by theoretical, technical, communication and life skills.
4. To impart how Information Communication Technologies (ICTs) skills can be designed, developed and used as a promotion and learning tools, including use of digital, media literacy and competencies.
5. To imbibe the understanding of research and social development.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.

2. Programme Outcomes

On completing the MAMC integrated Programme, the students shall be able to realise following programme outcomes:

PO	Description
PO-1	Shall acquire fundamental knowledge of Mass communication & Journalism.
PO-2	Shall acquire the knowledge related to media and its impact on society.
PO-3	Shall be competent enough to undertake professional job as per demands and requirements of market & entertainment (M & E) Industry.
PO-4	Shall empower themselves by communication, professional and life skills. Shall be able to enhance the ability of leadership. Shall become socially responsible citizen with global vision
PO-5	Shall be equipped with ICTs competencies including digital literacy.
PO-6	Shall have an understanding of acquiring knowledge throughout life.
PO-7	Shall acquire the interviewing, reporting and information gathering skills, that will helpful in understanding content and behaviors.
PO-8	Shall acquire the understanding of importance of leadership and teamwork that is the major quality and responsibility for media personnel.
PO-9	Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

3. Programme Specific Outcomes

On completing MAMC integrated Programme, the students shall be able to realise following outcomes:

PSO	Description
PSO-1	The students will be able to write, edit and proofreads contents and write-ups for mass media like Newspaper, Magazine and digital media.
PSO-2	Students will be skilled to plan, conduct and present an interview for print, television, radio news and PR. They will also develop the knowledge of current affairs.
PSO-3	This Program will provide understanding of program production, management in government and private television channels and in Cinema.
PSO-4	Students will be able to learn in the latest digital audio-video and multimedia technologies to understand agenda and propaganda hidden in web media like Facebook and Twitter.
PSO-5	The students will be able to measure public opinion, through media research and opinion poll.

4. Graduate Attributes

- **Disciplinary Knowledge:** An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.
- **Creative, problem solving, and Critical Thinking:** Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication. Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development. An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.
- **Communication Skills:** Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication. Elicit views of others, mediate disagreements and help reach conclusions in group settings. Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.
- **Research Skills:** Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign. The last thing people want with a communications campaign is to find themselves screaming out into the void, because they've failed to engage or interest people. Research brings objectivity and accuracy in news reporting. A good story is always the outcome of research and investigation. Media Research is also used in conducting surveys, public opinion polls, advertising and public relation campaigns.
- **Moral and Ethical Values:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.
- **Life skills and Life-long Learning:** Engage in higher studies, research and professional work and be a life- long learner in context of media studies.
- **Global Competence:** Global Competence is a multi-dimensional construct that gave students combination of knowledge, skills, attitudes and values successfully applied to global issues. Global competency demands effective communication skills that will be provided to student through linguistic and intercultural knowledge in order to make them engage in open, appropriate, and effective interactions with people all around the world (from different backgrounds) and will help students to move from learning about the world to making a difference in it.

5. Qualification descriptors

Master of arts in Mass Communication (MAMC Integrated) is 5 years undergraduate + postgraduate course. The main aim of the course is to provide research and development in the field of mass communication and journalism. The course develops student's communication and interpersonal skills. The course provides theoretical and practical knowledge in subjects like print media, television, internet, others.

Eligibility

The candidate should have qualified 10+2 examination from Board of School Education, Haryana or of any other Board recognized as equivalent thereto, with a minimum of 50% marks in aggregate (47.5% in case of SC/ST/ Divyang candidates of Haryana only)

(any stream + English) or its equivalent from a recognized board of education with at least 60% marks in aggregate.

6. Scheme of Programme



Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	Internal Assessment	ESE	TI	TE	PI	PE	Total
Core Course(s)													
CC101	Introduction to communication (Definitions types & Concept)	Paper-1	4	0	0	4	30	70	30	70			100
CC102	Evolution, Definitions and types of language	Paper-2	4	0	0	4	30	70	30	70			100
CC103	Concept of Media and Journalism	Paper-3	4	0	0	4	30	70	30	70			100
General Elective Course(s)													
GEC104 (One from Pool of Courses)	Socio-economy-polity 1 (India)	Paper-4	4	0	0	4	30	70	30	70			100
Ability Enhancement Course(s)													
AEC105 (One from Pool of Courses)	Hindi Bhasha Evam vyavhar	Paper-5	2	0	0	2	15	35	15	35			50
Skill Enhancement Course(s)													
SEC106 (One from Pool of Courses)	Basics Of Computer Application	Paper-6	2	0	0	2	15	35	15	35			50
Value Addition Course(s)													
VAC107 (One from Pool of Courses)	Indian Art of Story Telling "Panchtantra"	Paper-7	2	0	0	2	15	35	15	35			50
Total Credits						22							

Details of Courses

	After 3 years			After 4 years		
	No of courses	No of credits per course	Total no of credits	No of courses	No of credits per course	Total no of credits
Core Courses	18	4	72	20	4	80
Discipline specific Elective Courses	3	4	12	7	4	28
General Elective Courses	5	4	20	7	4	28
Ability Enhancement Courses	4	2	8	4	2	8
Skill enhancement	6	2	12	6	2	12
Value Added Courses	4	2	8	4	2	8
Internship/Project/training	-	-	-	2	6	12
Dissertation	-	-	-	-	-	
TOTAL			132			176

7. Learning Outcome Index

Sem ester	PSO 	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	Course No. 									
	101									
	102									
	103									
	104									
	105									
	106									
	107									

8. Syllabus

Semester wise Core Course(s)

Semester wise Discipline Specific Elective Course(s)

Semester wise General Elective Course(s)

Semester wise Ability Course(s)

Semester wise Skill Course(s)

Semester wise Value Added Course(s)

Internship/Project/Training

Dissertation

Semester-1
Core Course(s)

MAMC
SEMESTER - 1

INTRODUCTION TO COMMUNICATION

Course Code: CC 101	L: 4	T/P: 3-1	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: with this course students would gain knowledge about basic aspects of Communication. Students would learn about the process and functions of communication and its role in developing self that play crucial role in the process of socialization.

Outcomes: Students will able to speak confidentiality in interpersonal and group communication. They will able to apply ethics of communication in Psychological as well as social context.

Unit 1 Introduction

- 1.1 Human communication and Process of Socialization
- 1.2 Process and Functions of Communication
- 1.3 Barriers of Effective Communication
- 1.4 Communication and Self (Johari window)

Unit 2 Types of Communication

- 2.1 Language: Verbal (oral and written) and nonverbal
- 2.2 Structure: Formal and Informal
- 2.3 Flow: Horizontal and Vertical (Upward and Downward)
- 2.4 Medium: Audio, Visual and Audio-visual

Unit 3 Forms of Communication

- 3.1 Intra-personal communication
- 3.2 Interpersonal Communication
- 3.3 Group communication: Small group and Large Group
- 3.4 Dyad and Triad

Unit 4 Non Verbal Communication

- 4.1 Kin-sic and Body Movement
- 4.2 Facial Expressions and Eye Movements
- 4.3 Para-language and Proxemics
- 4.4 Personal Appearance, smell and taste
- 4.5 Gaze, Haptic, Adapter and Artifacts

Suggested Practical:

- 1 Newspaper Reading
- 2 Presentation on different themes
- 3 Group and panel discussion on issues
- 4 Conducting interview
- 5 Mock interviews and viva practice
- 6 Writing skills

Suggested Readings

1. The Process of Communication D.K. Berlo, New York: Holt Rinehart and Winston.
2. Introduction to Communication Studies by John Fiske, Routledge
3. Mass Communication in India by Keval J. Kumar, Jaico Publishing House

MAMC

SEMESTER - 1

EVOLUTION, DEFINITIONS AND TYPES OF LANGUAGE

Course Code: CC 102	L: 4	T/P: 3-1	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: Students will heighten their awareness of correct usage of word, sentence and grammar in language that will be helpful in writing and speaking. Students will improve their speaking language ability both in terms of fluency and comprehensibility.

Outcomes: after completion of this course students will be able to give oral presentations and receive feedback on their performance. It will increase their reading speed and comprehension of academic articles and will improve their reading fluency skills through extensive reading. Students will enlarge their vocabulary by keeping a vocabulary journal.

Unit 1 Introduction

- 1.1 Introduction and concept of language
- 1.2 Development of language and phonetics
- 1.3 Organ of speech and classification of sounds
- 1.4 Significance of language

Unit 2 Classification of Language

- 2.1 Language and dialects
- 2.2 Language Family and Indian Language
- 2.2 Spoken and written language
- 2.3 Sign and symbol of language

Unit 3 Reading and understanding

- 3.1 Language and culture: Words and sentence formation
- 3.2 General Methods of word and sentence formation
- 3.3 Language and Constitution
- 3.4 Language and Society

Unit 4 Language and Presentation

- 4.1 Communication Skills: verbal and non verbal skills for presentation
- 4.2 Presentation Skills: planning, structuring, delivering and handling of presentation, speech and discussion
- 4.3 Presentation Etiquette: dressing and grooming, meeting etiquette, dining Etiquette
- 4.4 Behaviour Skills: Positive attitude, self management, problem solving, time management and anger management.

MAMC

SEMESTER - 1

CONCEPT OF MEDIA AND JOURNALISM

Course Code: CC 103	L: 4	T/P: 3-1	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: this course is design to give basic knowledge and understanding to students of different mass media mediums and their functions in society. To help students to learn about basic news gathering and writing skills for soft stories.

Outcomes: Students would be able to understand about different types of media mediums their role and functions. To introduce students to the basics ethics of Journalism basics and its elements such as sources, values and treatments of news items. To enhance understanding of the traditional print, electronic and contemporary web media.

Unit 1 Introduction to journalism

- 1.1 Meaning and Concept of Journalism
- 1.2 Origin of Journalism
- 1.3 Type of Journalism
- 1.4 New trends in journalism

Unit 2 Type of media

- 2.1 Print Media
- 2.2 Broadcast Media
- 2.3 Online Media
- 2.2 Convergence of Media

Unit 3 Concept of News Journalism

- 3.1 News: Meaning, definition and Elements
- 3.2 Type of news (hard v/s soft)
- 3.3 Principal of news: 5W and 1H
- 3.4 Structure of news: Inverted pyramid

Unit 4 Process of News

- 4.1 News Sources and News Gathering
- 4.2 News Values: Space, Time, Brevity, Balance and Fairness, Accuracy and Deadline
- 4.3 Language of news: Basic headlines, writing skills and news treatment
- 4.4 Media as the Fourth Pillar and gatekeepers in news

Practical Assignments

- 1 News gathering from department events
- 2 Writing short news stories
- 3 Simple headlines Writing

Suggested Readings

- 1 John Hohenberg: Professional Journalists; Thomson Learning.
- 2 M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- 3 Sourin Banerjee: Journalism Update; PragatishilProkashak.
- 4 Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- 5 Tony Harcup: Journalism: Principles and Practice; Sage.

Semester-1
General Elective Course(s)

MAMC
SEMESTER - 1
SOCIO-ECONOMY-POLITY 1 (INDIA)

Course Code: GEC 104	L: 4	T/P: 4-0	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: The aim this course is to provide students with basic knowledge of society, family and rural India. It will also focus on learning India constitution and basic current affairs.

Outcomes: Students would be able to inculcate the basic knowledge of social system. Students would be able to aware about the governance of India. Students would be able to aware about India agricultural and industrial problems and issues.

Unit 1 Social scenario in Indian

- 1.1 Concept, characteristics and type of Society
- 1.2 Indian Family System and Changes
- 1.3 Social structure, Social Values and Social Control in India
- 1.4 Factors and Parameters of social change

Unit 2 Fundamentals of Indian Economic

- 2.1 Meaning and Nature of Indian Economy
- 2.2 Rural India: Agriculture Issues and Problem
- 2.3 Indian Industry for developing Economy
- 2.4 Economic Reforms and India Society

Unit 3 Indian Constitution

- 3.1 Indian Constitution: Salient feature and Preamble
- 3.2 Fundamental rights and Fundamental Duties
- 3.3 Directive principals of State policy
- 3.4 State and Union territories & Centre-State Relations

Unit 4 Power and Functioning of Democratic Institution

- 4.1 President and Vice President: Election and Power
- 4.2 Prime Minister and The Cabinet
- 4.3 Governor: Power and Function
- 4.4 Chief Minister and the Cabinet
- 4.5 Parliament: Functions and Power

Suggested Readings

1. A.N. Aggarwal Indian Economy
2. Rajni Kothari Caste in Indian politics
3. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
4. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001 12
5. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
6. D. D. Basu An Introduction to the Constitution of India
7. J.C. Johri Indian Political System
8. P. C Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3
9. Dr B. S Chauhan Environmental Studies, Laxmi Publication
10. Anubha Kaushik & C. P. Kaushik Environmental Studies, New Age International
11. R.S. Yadav (ed.) India's Foreign Policy: Contemporary Trends
12. Muchkund Dubey Political Issues
13. Prakash Chander International Politics
14. I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
15. Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
16. S.R. Sharma Indian Foreign Policy (Om Sons)

Semester-1
Ability Enhancement Course(s)

एमएएमसी
सेमेस्टर - 1
हिंदी भाषा एवं व्यवहार

विषय क्रमांक: एईसी 105	ल : 2	ट/प: 1-1	क्रेडिट: 2
एंड-टर्म थ्योरी पेपर के अंक: 35		आंतरिक मूल्यांकन और अभ्यास के अंक: 15	

उद्देश्य: इस पाठ्यक्रम का प्रमुख उद्देश्य है विद्यार्थियों को हिंदी भाषा का व्यावहारिक ज्ञान देना साथ ही उन्हें लेखन लिखने के लिए प्रोत्साहित करना ।

परिणाम: हिंदी भाषा शिक्षण का महत्व, दशा व वैश्विक स्थिति का ज्ञान। इस पाठ्यक्रम के पश्चात विद्यार्थियों को हिंदी भाषा के लेखन इत्यादि का अभ्यास होगा और वह स्वयं लेखन कार्य कर सकेंगे ।

इकाई 1 हिंदी भाषा अर्थ एवं स्वरूप

- 1.1 हिंदी नामोत्पत्ति, स्वरूप
- 1.2 भाषा क्षमता एवं भाषा व्यवहार
- 1.3 हिंदी के विविध रूप: राजभाषा, माध्यम भाषा, संचार भाषा
- 1.4 हिंदी भाषा शिक्षण के उद्देश्य एवं व्यवहार

इकाई 2 आधुनिकीकरण व हिंदी

- 2.1 शिक्षा में हिंदी की भूमिका
- 2.2 शिक्षक की भूमिका एवं संवैधानिक स्थिति
- 2.3 डिजिटिकरण एवं कम्प्यूटर क्रांति
- 2.4 विश्वपटल पर बढ़ता हिंदी का महत्व

प्रायोगिक:

३ पत्र-लेखन

(क) पत्र के प्रकार

(ख) औपचारिक पत्र

(ग) अनौपचारिक पत्र

४ कक्षा -कक्ष शिक्षण

(क) शिक्षण का अर्थ, महत्व

(ख) सूक्ष्म शिक्षण

(ग) निबंध लेखन

(घ) अनुवाद

Semester-1
Skill Enhancement Course(s)

MAMC
SEMESTER - 1
BASICS OF COMPUTER

Course Code: SEC 106	L: 2	T/P: 1-1	Credits: 2
-----------------------------	-------------	-----------------	-------------------

Marks of end-term theory paper: 35	Marks of internal assessment and Practical: 15
------------------------------------	--

Objectives: Student will learn a basic understanding of history of computer its evolution and use as technology hardware and software. Utilize computer technologies for writing and presentation. Demonstrate basic understanding of basic computer software's.

Outcomes: Solve basic information systems problems using MS Office products appropriate for the solution. Communicate in a business environment using the MS Office product appropriate for the communication. Use computing technology ethically, safely, securely, and legally. Describe and analyze computer hardware, software, and the internet. Use file management techniques for file and directory/folder organization.

Unit 1 Fundamentals of Computer

- 1.1 History of computer and computer hardware- input-output devices
- 1.2 Function and types of operating system
- 1.3 Introduction to windows family
- 1.4 Working with window

Unit 2 Basic Computer Software and Applications

- 2.1 MS Word- creation and manipulation of document
- 2.2 MS Excel- data analyses
- 2.3 MS PowerPoint- preparation of presentation

Semester-1
Value Added Course(s)

MAMC
SEMESTER - 1

INDIAN ART OF STORY TELLING “PANCHTANTRA”

Course Code: VAC 107	L: 2	T/P: 1-1	Credits:2
-----------------------------	-------------	-----------------	------------------

Marks of end-term theory paper: 35	Marks of internal assessment and Practical: 15
------------------------------------	--

Objectives: Panchatantra Fables are narrated in a fun-filled manner, which will definitely ignite curiosity among the students. They will learn about human action and reaction in different situations through narratives. Such stories will help them in learning how to handle real-life situations.

Outcomes: Students will be able to recall the story and can relate to it in specific ways and problems of everyday life. Also, it provides a strong moral message to them. Raising Curiosity and Furthering Brain Development. These stories are the best guide to en-root moral values in students. These are rich in Indian culture and values and are relevant to all communities across the world.

Unit 1 Art of Storytelling

- 1.1 Storytelling: content, characterization and character build-up
- 1.2 Elements of Storytelling: Narrative, interactive, imaginative and attentive
- 1.3 Language of Story Telling
- 1.4 Sequence and Connectivity

Unit 2 Storytelling and Moral education

- 2.1 Abstract concepts and least messages complexity
- 2.2 Storytelling and behaviour changes
- 2.3 Visual presentation through words
- 2.4 Screening of “panchatantra” stories

Scheme of Programme

Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	Internal Assessment	ESE	TI	TE	PI	PE	Total
Core Course(s)													
CC201	Basics of Written Communication	Paper-1	3	0	1	4	30	70	15	35	15	35	100
CC202	Socio-Economy-Polity (India) 2	Paper-2	4	0	0	4	30	70	30	70			100
CC203	Introduction to Print and Broadcast Media	Paper-3	4	0	0	4	30	70	30	70			100
General Elective Course(s)													
GEC204 (One from Pool of Courses)	Communication Psychology and Behaviour	Paper-4	4	0	0	4	30	70	30	70			100
Ability Enhancement Course(s)													
AEC205 (One from Pool of Courses)	Phonetics and Phonology	Paper-5	2	0	0	2	15	35	15	35			50
Skill Enhancement Course(s)													
SEC206 (One from Pool of Courses)	Basics of Camera	Paper-6	1	0	1	2	15	35			15	35	50
Value Addition Course(s)													
VAC207 (One from Pool of Courses)	Life Management & Yoga	Paper-7	1	0	1	2	15	35			15	35	50
Total Credits						22							

MAMC
SEMESTER - 2

BASICS OF WRITTEN COMMUNICATION

Course Code: CC 201	L: 3	T/P: 0/1	Credits:4
TI: 15 TE: 35	Time: 3 hrs	PI: 15 PE: 35	

Question paper will have two questions from each of the five units. Students will be required to answer any one question from each unit. Each Unit will carry equal marks.

Course Objectives: Students will learn historical concepts of development and history of writing. They will learn the basic principles and steps needed to write basic forms such as paragraphs and sentences. The course will also enhance their writing mapping process and idea generation on topics and themes.

Course Outcomes: Students will be able to write independently in various basic forms such as essay, paragraph, resume, and various professions at the end of the course, using proper spelling, punctuation, and sentences.

Unit-1 Introduction

- 1.1 History, Development and Types of Writing and Script
- 1.2 Principles and Mechanics of Writing
- 1.3 Techniques of Writing: Issue Tree or Mind Map
- 1.4 Step and Process of Writing

Unit-2 Developing Writing Skills (Hindi and English)

- 2.1 Essentials of Grammar
- 2.2 Usage of Words
- 2.3 Common Errors and Misappropriations
- 2.4 Jumbled Sentences

Unit-3 Paragraph Writing

- 3.1 Introduction and Importance of Paragraph Writing
- 3.2 Structure and Features of Paragraph
- 3.3 Constructions of Paragraph
- 3.4 Types of Paragraph

Unit-4 Essay Writing

- 4.1 Introduction to Essay
- 4.2 Types of Essays
- 4.3 Characteristics of Essay
- 4.4 Steps of Essay Writing

Unit-5 Professional Writings

- 5.1 Letter- Element and Style

5.2 Resume Preparation

5.3 Email Writing

5.4 Official/Business Writings: Memo, Circular, Notice, Minutes, and Report

Suggested Readings:

Communication Skills Sanjay Kumar and Pushp Lata Oxford Higher Education

Personality Development and Soft Skills Barun Mitra Oxford Higher Education

Soft Skills Seema Gupta V & S Publishers

Personality Development for Life Success Prashant Sharma BPB Publications

SEMESTER - 2
SOCIO-ECONOMY-POLITY (INDIA) 2

Course Code: CC 202	L: 4	T/P: 0/0	Credits:4
TI: 30 TE: 70	Time: 3 hrs	PI: 0 PE: 0	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Objectives: The aim will be to evaluate and analyze the complex process of the evolution of religion, philosophy, and cultures in the Indian subcontinent, the emergence of power relations and state structures, as well as social stratification patterns. These will help trace aspects of marginality and hierarchy.

Outcomes: Students would be able to inculcate knowledge of social systems. Students would be able to learn about the governance of India. Students will be able to learn about India's economic and political systems. Students would be able to understand the importance of interactive media.

Unit-1 Contemporary Indian Society

- 1.1 Social Structure and Stratification Patterns
- 1.2 Social Issues and Problems
- 1.3 Government Initiative for Social Development
- 1.4 Citizens' Responsibility Towards Society

Unit-2 Indian Economy

- 2.1 National Income (GDP, GNP, NNP, NDP and PCI)
- 2.2 Financial Institutions (SEBI, RBI, NABARD, IRDA)
- 2.3 Budget
- 2.4 Balance of Payment, Trade
- 2.5 Indices- HDI, PQLI

Unit-3 Federal System in India

- 3.1 Emergency Provision in Indian Constitution
- 3.2 Centre-State Relations
- 3.3 Panchayati Raj
- 3.4 Municipalities and Local Administration

Unit-4 Indian Judicial System

- 4.1 Supreme Court, Jurisdiction and Powers
- 4.2 High Court, Jurisdiction and Powers
- 4.3 Subordinate Courts, Structure and Jurisdiction
- 4.4 Lok Adalat and Public Interest Litigation

Unit-5 Nature of Administrative System in India

- 5.1 Constitutional Bodies- Election Commission, UPSC
- 5.2 Constitutional Bodies- Finance Commission, CAG
- 5.3 NITI Ayog, Central Information Commission
- 5.4 Lokpal and Lokayuktas

Suggested Readings

Our Parliament by Subhash C Kashyap, National Book Trust

Introduction to the constitution of India by DD Basu, LexisNexis

Indian Economy By Ramesh Singh, McGraw Hill

Social Stratification By Dipanker Gupta, Oxford University Press

MAMC
SEMESTER - 2
HISTORY OF PRINT AND BROADCAST MEDIA

Course Code: CC 203	L: 4	T/P: 0/0	Credits:4
TI: 30 TE: 70	Time: 3 hrs	PI: 0 PE: 0	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Objectives: To increase students' knowledge and understanding of the nature, functions, and objectives of media. To increase students' awareness of how the press, radio, and television industries developed in past decades and their role in the freedom struggle, and during emergency & post-liberalization era

Outcomes: Students would be able to understand the evolution and emergence of media. Students would be able to learn about the history of the press and other media forms. Student will be able to understand the origins of traditional print, electronic, and web media

Unit-1 Introduction to Media

- 1.1 Nature of Media
- 1.2 Functions of Media
- 1.3 Objectives of Media
- 1.4 Brief Historical Overview of Media Evolution

Unit-2 History of Print Media in India

- 2.1 Press Before 1857
- 2.2 Era of National Freedom Movement (1857-1947)
- 2.3 Post Independence Era & Emergency (1947-1975)
- 2.4 Print Media Post Liberalization

Unit-3 History of All India Radio

- 3.1 History and Development of Radio in India
- 3.2 Spoken Word Program of AIR
- 3.3 AIR and Issues of Autonomy
- 3.4 FM Radio

Unit-4 History of Doordarshan in India

- 4.1 The Beginnings and Early development of Television
- 4.2 SITE (Satellite Instructional Television Experiment)
- 4.3 Doordarshan
- 4.4 Early Popular Programs of Doordarshan

Unit-5 Broadcasting After Post Liberalization

- 5.1 Post Liberalization Era of Television (1990-2000)
- 5.2 Development of Television (2000 onwards)
- 5.3 Community Radio and Private Radio
- 5.4 Digital Radio and Podcast

Suggested Readings

Text Book of Mass Communication & Media Uma Joshi Anmol Publication, Delhi
Journalism in India R.Parthsarathy Sterling Publishers

Indian Broadcasting H.R.Luthra

History of Indian Journalism J Natrajan Publications Divisions, Ministry of Information of
Broadcasting Government of India

Indian Press since 1955, S C Bhatt Publication Division, Ministry of Information of
Broadcasting Government of India, New Delhi

MAMC

SEMESTER - 2

COMMUNICATION PSYCHOLOGY AND BEHAVIOUR

Course Code: GEC 204	L: 4	T/P: 0/0	Credits:4
TI: 30 TE: 70	Time: 3 hrs	PI: 0 PE: 0	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Course Objectives: This course is broadly interested in how basic psychological theories are used to influence communication and behaviour. It gives basic knowledge of mental processes such as perception, cognition, motivation, emotion, and personality that are involved in communication. Students will learn about how people act and interact in communication and social relations.

Course Outcomes: At the end of this course, students will explore the intersection of these concepts by looking at how human beings communicate with and without communication and in various settings to achieve a desired result. They can handle situations of dissonance and conflicts in communication and are also able to judge the factors of behaviour such as perception, motivation, and conflict.

Unit-1 Psychology of communication

- 1.1 Introduction to Psychology of Communication
- 1.2 Communicative Actions and Interactions
- 1.3 Social Relations and Influence
- 1.4 Self Disclosure Psychology (levels of SDP)

Unit-2 Personality and Behaviour

- 2.1 Definition, Personality Determinants and Human Behaviour
- 2.2 Personality Traits Relevant to Behaviour
- 2.3 Type of Personality and Behaviour
- 2.4 Characteristics and Role of Personality in Behaviour

Unit-3 Perception and Perceptive

- 3.1 Process and Importance of Perception
- 3.2 Factors Effecting Perceptions and Factors Related Perciever
- 3.3 Cognitive Dissonance Theory (CDT)
- 3.4 Perception and its Application

Unit-4 Motivation for Behaviour

- 4.1 Definition and Nature
- 4.2 Importance of Motivation
- 4.3 Theory of Motivation: Maslow's Hierarchy of need and ERG Theory
- 4.4 Hezberg Two Factor Theory and Factors of Motivation

Unit-5 Behaviour and Conflicts

- 5.1 Definition and Type of Conflicts
- 5.2 Process of Conflicts
- 5.3 Communication Climates and Conflicts
- 5.4 Conflict Management and Resolution

Suggested Reading

The Psychology of Language and Communication Geoffrey Beattie and Andrew W Ellis Routledge

Social Cognition and Communication Janos Laszlo, Joseph P. Forgas and Orsolya Vincze Psychology Press Ltd

The Social Psychology of Communication Dr Derek Hook, Dr Bradley Franks and Martin W. Bauer Palgrave Macmillan

MAMC
SEMESTER - 2
PHONETICS AND PHONOLOGY

Course Code: AEC 205	L: 2	T/P: 0/0	Credits:2
TI: 15 TE: 35	Time: 3 hrs	PI: 0 PE: 0	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and student may attempt any four questions from Part B.

Course Objectives: Understand the system of sounds and sound combinations in English. Understand how sounds are produced, how they are transmitted, and how they are perceived (phonetics). Differentiate between consonants and vowels. Pronounce English sounds in isolation and in connected speech.

Course Outcomes: Students will be able to understand systematic, conscious consideration of how speech sounds are made, what they sound like, and how they compare with each other. Student will know the structure of the English syllable and also learn different types of stress in English. Distinguish between strong and weak forms. Know the different intonation patterns of English.

Unit-1 Basics of Phonetics

- 1.1 Introduction to Phonetics: Consonant and Vowels
- 1.2 Transcriptions and Sounds
- 1.3 Role of Syllable in Speaking
- 1.4 Stress, Intonations and Rhythm

Unit-2 Spoken English

- 2.1 Difference between British, American and Indian Spoken English
- 2.2 Difference in Pronunciation
- 2.3 Characteristics and Problems of Indian English
- 2.4 Vocalization, Sounds and Reading

Suggested Readings

Communication Skills Sanjay Kumar and Pushp Lata Oxford Higher Education

Soft Skills Seema Gupta V & S Publishers

MAMC

SEMESTER - 2

BASICS OF CAMERA

Course Code: SEC 206	L: 1	T/P: 0/1	Credits:2
TI: 0 TE: 0		PI: 15 PE: 35	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and student may attempt any four questions from Part B.

Course objectives: Operate a digital video camera. Ability to apply camera techniques in several situations. Create treatments and storyboards to shoot basic video sequences. Identify story elements as they script, produce, light, direct, and edit a short documentary movie. Apply concepts of photographic composition and creative expression to pictures. An understanding of the software editing process Planning ahead and creating an idea

Course Objectives: The course helps you understand how to apply photography and Videography techniques, how to organize a photo shoot, and how to work on set to produce high-quality still photographs or videos.

Unit 1 Introduction to Camera

- 1.1 Basics of Camera
- 1.2 Components of Camera
- 1.3 Functioning of Camera
- 1.4 Different types of Camera

Unit 2 Basic Camera Operation

- 2.1 Camera Control and Shooting Techniques
- 2.2 Camera Angles, Shots and Movements
- 2.3 Importance of Lighting
- 2.4 Lighting Techniques and Equipment

Suggested Readings

Essential Camera Skills: The Complete Introductory Guide to SLR Photography in Association with Amateur Photographer Joel Lacey and Amateur Photographer Mitchell Beazley

Experimental Filmmaking and the Motion Picture Camera: An Introductory Guide for Artists and Filmmakers Joel Schlemowitz Routledge

MAMC

SEMESTER - 2

LIFE MANAGEMENT AND YOGA

Course Code: VAC 207	L: 1	T/P: 0/1	Credits:2
TI: 0 TE: 0		PI: 15 PE: 35	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

Course objectives: To acquaint students with the knowledge of Yogasana, Kriya, Bandha Mudra, shatkarma, etc. To gain an understanding of yogic practices and apply that understanding in one's life and living. To develop human values in students. To develop physical, emotional, and mental health through yogic activities.

Course Outcomes: At the end of the course, students will know how to impart skills to introduce yoga awareness for health among the general public. Students can inform others about the benefits of yoga in everyday life and will be able to conduct yoga protocols at workplaces. Students will be able to fit themselves physically and mentally.

Unit 1 Introduction

- 1.1 Yoga: Concept and Importance
- 1.2 History of Yoga
- 1.3 Relationship between Meditation & Yoga
- 1.4 Patanjali Yogsutra: its Importance in Life

Unit 2 Life Management

- 2.1 Yoga for Concentration
- 2.2 Yoga for Mental Health
- 2.3 Yoga for Physical Fitness
- 2.4 Common Yogic Practice: Yama, Niyama, Asana, Pranayam, Pratyahara, Bandha Mudra, Shatkarma/Kriya, Meditation

Suggested Reading

Yoga A Healthy Way of Living, National Council of Educational Research and Training, 2015

Patanjali Yoga Sutra - Edited by Dr. Karmvedkar, Kaivalyadham Lonawala.

Patanjali Yoga Pradeep - Geeta Press Gorakhpur

Yoga Parichay - Dr. Peetambar Jha - Kaivalyadham Lonawala

Yoga Darasan- Dr. Ramakant Mishra, Dr. Chandra Kant Mishra

Semester 3

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks		Practical Marks		Total Marks
							TI	TE	PI	PE	
CC301	Writing for News Media		48		12	4	15	35	15	35	100
CC302	Radio Program and Podcast		48		12	4	15	35	15	35	100
CC303	Communication in Ancient India		48	2		4	30	70			100
Discipline Specific Elective Course(s)											
DSE304 (One from Pool of Courses)	Basics of Reporting		48		12	4	15	35	15	35	100
Ability Enhancement Course(s)											
AEC305 (One from Pool of Courses)	Spoken English and Presentation Style		24	1	5	2			15	35	50
Skill Enhancement Course(s)/ Internship/Apprenticeship/project/Community Outreach											
SEC306 OR PTI306 Project/Training /Internship (One from Pool of Courses)	Newspaper Content and Designing		24		12	2			15	35	50
Value Addition Course(s)											
VAC307 (One from Pool of Courses)	“Swachh Bharat” for Sustainable Development		24	2		2	15	35			50
Total Credits						22					

Semester 4

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks		Practical Marks		Total Marks
							TI	TE	PI	PE	
CC401	TV Journalism		48		12	4	15	35	15	35	100
CC402	Audio-Visual Production		48		12	4	15	35	15	35	100
CC403	Organisation and Management of Media		48			4	30	70			100
General Elective Course(s)											
GEC404 (One from Pool of Courses)	Writing Beyond News		48		12	4	15	35	15	35	100
Ability Enhancement Course(s)											
AEC405 (One from Pool of Courses)	Vocalization and Voice Modulation		24		6	2	15	35			50
Skill Enhancement Course(s)/ Internship/Apprenticeship/project/ Community Outreach											
SEC406 OR PTI406 Project/Training/ Internship (One from Pool of Courses)	News Bulletin Production		24		12	2			15	35	50
Value Addition Course(s)											
VAC407 (One from Pool of Courses)	Introduction to Indian Arts and Folk Culture		24	4		2	15	35			50
Total Credits						22					

Semester 5

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks		Practical Marks		Total Marks
							TI	TE	PI	PE	
CC501	Communication Theories and Models		48			4	30	70			100
CC502	Media Laws and Ethics		48			4	30	70			100
CC503	Digital Media		48		12	4	15	35	15	35	100
Discipline Specific Elective Course(s)											
DSE504 (One from Pool of Courses)	Media Literacy		48	8		4	30	70			100
General Elective Course(s)											
GEC505 (One from Pool of Courses)	Socio-Economic-Polity (World) 3		48			4	30	70			100
Skill Enhancement Course(s)/ Internship/Apprenticeship/Project/ Community Outreach											
SEC506 OR PTI506 Project/Training/Internship (One from Pool of Courses)	Internship		10		5	2					100
Total Credits						22					

Semester 6

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks		Practical Marks		Total Marks
							TI	TE	PI	PE	
CC601	Communication Research		48		12	4	30	70			100
CC602	Introduction to Advertising and Public Relations		48		12	4	15	35	15	35	100
CC603	Introduction to Indian Cinema		48	6		4	30	70			100
Discipline Specific Elective Course(s)											
DSE604 (One from Pool of Courses)	Basics of Film Making		48		12	4	15	35	15	35	100
General Elective Course(s)											
GEC605 (One from Pool of Courses)	Management Lessons through Ancient Wisdom		48			4	30	70			100
Skill Enhancement Course(s)/ Internship/Apprenticeship/project/ Community Outreach											
SEC606 OR PTI606 Project/Training/Internship (One from Pool of Courses)	Dissertation		24		12	2					100
Total Credits						22					

**MAMC- Integrated
SEMESTER-3
WRITING FOR NEWS MEDIA**

Course Code: CC 301	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: This course is designed to teach students how to write for print, and broadcast news. It aims to teach students news value, style and various formats of news such as headline, leads, article, editorial and image captions etc. to make students understand the difference between hard and soft news.

Outcomes: After the completion of the course students will produce news for different type of media. They will be able to differentiate between the hard and soft news. Students would be able to develop knowledge of the image captions.

Unit 1 Basics of News Writing

- 1.1 News, News Values and Value Matrix
- 1.2 Structure of News: Inverted Pyramid, Hourglass and Diamond News
- 1.3 Types of News Stories (Hard vs Soft)
- 1.4 Headline, Lead and Summaries

Unit 2 Writing for Print Media

- 2.1 Characteristics and Style
- 2.2 Writing Forms of Print News
- 2.3 Literary Style (Use of Words, Length of Sentence and Paragraph, Unity of Topic in Paragraph, Coherence between Paragraphs)
- 2.4 Typographical Style and Stylebooks (Comparison of Prominent Newspapers)

Unit 3 Writing for Broadcast Media

- 3.1 Concept of Radio and Television News Writing
- 3.2 Radio News Formats and Script Writing
- 3.3 Television News Script Writing
- 3.4 Difference between Radio and Television News Writing

Unit-4 Writing for Images

- 4.1 Steps of Caption Writing and Types of Captions
- 4.2 Outline Writing
- 4.3 Numerical Data Presentation of News
- 4.5 Writing for Audio Image Slide Shows

RADIO PROGRAM AND PODCAST

Course Code: CC 302	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To create radio productions and audio content, in studio and on location, using relevant broadcasting equipment and related industry technologies. To monitor and evaluate the quality of radio broadcasts using appropriate relevant resources, tools and equipment which meet current industry standards.

Outcomes: Students will be able to do planning and preparation of programming content for a variety of radio formats. They will be able to plan and prepare interviews, scripts and reporting content for use in radio broadcasts.

Unit 1 Introduction of Radio Programs

- 1.1 Different Types of Radio Programs : Radio Talk, Newsreels, Radio Drama
- 1.2 Audience Based Programs, Music-Classical, Folk, Light Music, Radio Interviews, Social Awareness Programs, Interactive Programs, News Bulletins,
- 1.3 News Based Programs, Radio Bridge, Live Broadcasting, Sports Commentary, National Fest or Award Functions, Messages/Speeches of National leaders (President, Prime Minister)
- 1.4 Unique Concept of Radio Program: Mann ki Baat

Unit 2 Radio Program Production

- 2.1 Structure of Radio Studio
- 2.2 Process of Radio Program Production (Audio Production Chain)
- 2.3 Basic Equipments- Different Types of Microphones
- 2.4 Other Equipments – Audio Console (Mixer, Equalizer, Recorder/Player)

Unit 3 Writing for Radio Programs

- 3.1 Essentials of Radio Writing
- 3.2 Concept of Writing for Ear and Picturization Through Words
- 3.3 Writing News for Radio
- 3.4 Difference Between Writing for Radio, Print and Television

Unit 4: Podcasting

- 4.1 Podcast: Definition and New Trends
- 4.2 Process of Launching a Podcast
- 4.3 Different Types of Podcasts
- 4.4 Informative Medium Podcasts

**MAMC-Integrated
SEMESTER-3
COMMUNICATION IN ANCIENT INDIA**

Course Code: CC 303	L: 48	T/P: 2/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: This subject aims to give a basic understanding of ancient Indian thought on communication, its concept and objective. It also aims to give the students an introduction of ancient form of Indian media like dramas and poetry and also the significance of iconography in communication.

Outcomes: Students will be able to understand the basic idea of communication in Indian philosophy. It will inculcate an understanding of iconography and media forms like drama and poetry. This introductory course will create a strong academic base for further research on various aspects of Indian philosophy.

Unit 1 Indian Concept of Communication

- 1.1 Concept of Communication in India
- 1.2 Spiritual Communication and its Relationship with Intrapersonal Communication
- 1.3 Purpose of Communication in Vedic Thought
- 1.4 Importance of Silence

Unit 2 Vedic Age

- 2.1 Introduction to Oral Transmission of Vedic Text (Shruti Parampara)
- 2.2 Communication Through Dialogue (Shastrartha)
- 2.3 Story Telling Art of Mass Communication (Upanishad)
- 2.4 Art of Listening, Value of Words

Unit 3 Communication and Indian Theatre

- 3.1 Theatre and Arts as a Way of Communication
- 3.2 Salient Features of Bharatmuni's Natyashastra (With Special Reference to Communication)
- 3.3 Basic Theory of Sadharanikaran
- 3.4 Mass Communication Through Folk Theatre

Unit 4 Indian Iconography

- 4.1 Significance of Iconography in Communication
- 4.2 Development of Iconography in India
- 4.3 Iconography of Temples
- 4.4 Readings of Text and Images

**MAMC-Integrated
SEMESTER-3
BASICS OF REPORTING**

Course Code: DSE 304	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To make students understand basic techniques of reporting in different media. To make them understand basics of source development and news gathering. To give them knowledge of basic types of reporting for writing hard and soft news; and understanding different types of interviews and preparation and techniques of interviewing.

Outcomes: Students will be familiarized with basics of reporting and news coverage so that they can gather information for reports. The student will be able to cover small stories independently. Students will be able to develop sources and beats for news.

Unit 1 Reporting an Overview

- 1.1 Journalistic Meaning and Definitions of Reporting
- 1.2 Qualities and Duties of Reporter
- 1.3 Different Types Reporting
- 1.4 Ethics of Reporting

Unit 2 Art of Interviews

- 2.1 Concept, Definition and Objectives of Interview
- 2.2 Types of Interviews: Issue Based, Personality Based, Incident/On-the-spot
- 2.3 Essentials for Good Interview (Research, Pre-talk, Temperament, Crisis Control Presentation)
- 2.3 Ethics of Interview (Dos and Don'ts)

Unit 3 Tools and Technique of Reporting

- 3.1 Creating and Managing News Sources
- 3.2 Search, Research and Follow-up of News
- 3.3 Understanding Issues and Facts
- 3.4 Use of Secondary Sources and Reconfirmation

Unit 4 Contemporary Issues and Challenges in Reporting

- 4.1 Crisis of Credibility of Media
- 4.2 Yellow Journalism and Paid News
- 4.3 Sensationalization and Trial by media
- 4.4 Fake News: Misinformation, Disinformation

**MAMC-Integrated
SEMESTER-3
SPOKEN ENGLISH AND PRESENTATION STYLE**

Course Code: AEC 305	L: 24	T/P: 1/5	Credits:2
TI: 0 TE: 0		PI: 15 PE: 35	

Objective: To develop and strengthen the skills of students in preparing and presenting public oral presentations in a variety of situations. The course will focus on instructional strategies to develop the written, verbal, non-verbal and technical communication skills of the students.

Outcomes: After end of the course student will be able to express and present themselves clearly, with confidence in variety of speaking situations. This will make them able to plan and structure an effective presentation, its effective delivery and overcome anxiety, fear and nervousness when making a presentation.

Unit-1 Basics of Spoken English

- 1.1 Enhance the Vocabulary
- 1.2 Simple Sentence Formation
- 1.3 Knowledge of the Subject/Issues
- 1.4 Pronunciation Practices

Unit-2 Presentation Behaviour

- 2.1 Style of Presentation (Storyteller, Freeform, Visual, Closer, Connector, Instructor, Persuader, Interactive)
- 2.2 Presentation Skills: Delivering and Handling of Presentation, Practice, Self-Rehearsals, and Improvising
- 2.3 Role of Non-Verbal Communication in Presentation
- 2.4 Behaviour Skills: Positive Attitude, Self-Management, Problem Solving, Time Management and Anger Management.
- 2.5 Presentation Etiquettes: Dressing and Grooming, Meeting Etiquettes, Dining Etiquettes

**MAMC-Integrated
SEMESTER-3
NEWSPAPER CONTENT AND DESIGNING**

Course Code: SEC 306	L: 24	T/P: 0/12	Credits: 2
TI: 0 TE: 0		PI: 15 PE: 35	

Objectives: To give a practical understanding of newspaper designing and its various aspects to the students. To instruct them work on layout designing, captioning, page-setting, etc. to acquaint them with the role of layout designers and editors in a newspaper.

Outcomes: At the end of the course, students will be able to create multi-page layouts set and format text, create tables, import and manipulate graphics, create and use color swatches, create and use paragraph styles, Create and use master pages, package files for production and export layouts in PDF format.

Unit 1 Basics of Newspaper Designing

- 1.1 Concept, Elements and Principles of Design
- 1.2 Newspaper Sizes (Broadsheet, Berliner, Tabloid) and Layout & Design Key Terms
- 1.3 Types of Newspaper Makeup Format: The X, The Curve, The L, The J, The Umbrella,
- 1.4 Types of Layout: Quadrant Makeup, Horizontal Makeup, Circus Makeup, Brace Makeup.

Unit 2 In-Design and Quark-Xpress

- 2.1 Quark-Xpress: Work Area, Menus and Tools
- 2.2 In-Design: Work Area, Menus and Tools
- 2.3 Style Sheet, Text Edits, Using Palettes, Master Page and Grids and Colour Correction in In-Design & Quark-Xpress
- 2.4 Colour Theory and Typography

Suggested Practical:

Designing 4-page Newspaper
Magazine Designing
Book Cover Page

**MAMC-Integrated
SEMESTER-3
“SWACHH BHARAT” FOR SUSTAINABLE DEVELOPMENT**

Course Code: VAC 307	L: 24	T/P: 2/0	Credits: 2
TI: 15 TE: 35		PI: 0 PE: 0	

Objectives: To inculcate values of cleanliness, hygiene and waste management among students. To teach students about waste management techniques. To teach student a moral values and sense of service towards society and the Nation.

Outcomes: students will able to understand the significance of the Swachh Bharat Abhiyan. They will able to motivate and generate awareness. They will able to monitor the sanitation around their society and workplace. They will able to contribute to the Swachh Bharat Abhiyan through projects and fieldwork.

Unit-1 Introduction to “Swachh Bharat Abhiyan”

- 1.1 Swachh Bharat Mission: Introduction and Objectives
- 1.2 Strategy of Swachh Bharat Mission
- 1.3 Components of SBM
- 1.4 Citizens’ Responsibilities: Role of Swacchagrahi

Unit-2 Operation, Monitoring and Report Writing (Practical)

- 2.1 Monitoring of University Areas to Track waste Management
- 2.2 Organising Events for community mobilization and Awareness
- 2.4 Screening: Narratives of Swachh Bharat for Perception Building
- 2.5 Conduct Interviews and Polls for Monitoring Awareness

**MAMC-Integrated
SEMESTER-4
TV JOURNALISM**

Course Code: CC 401	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To explain the students about salient features of TV as a medium. To acquaint them with the role and responsibilities of the broadcast journalist in covering issues. To make them able to write, present and report stories for television. To teach the student various stages of production of a video program.

Outcomes: Students will be able to develop understanding of different genres of Television. Students will be able to write and produce programs for Television. Students will learn the use of equipment for Television production. Students will be able to do writing and reporting for television

Unit 1 An Introduction

- 1.1 Television News and Infotainment
- 1.2 Functioning of TV News Channel
- 1.3 Structure of TV Newsroom
- 1.4 TV News Production Desk and its Functions

Unit 2 Reporting for TV

- 2.1 Roles and Responsibilities of TV News Reporter
- 2.2 News Sources
- 2.3 Field Reporting, PTC, Walk-Through, VOX-POP, Live, Phone-in
- 2.4 News Formats: Breaking News, Live News and Recorded News
- 2.5 TV Interview: Incidents, Personality, Issues, (Field, Studio, On-the-spot, Bytes and Tiktak)

Unit 3 Writing for TV

- 3.1 Television News Writing
- 3.2 Different TV News Formats: Recorded vs Live Formats
- 3.3 Television Script Format: V.O. and Anchor links (STD Shots, STD Graphics, Head Link)
- 3.4 Packaging

Unit 4 TV Industry Personnel

- 4.1 Output (Producers, Anchors, Writers, Editors)
- 4.2 Input (Director, Cameraman, Reporter, Technicians, Video Editors, Engineer, Make-up Artist)
- 4.3 Program Producer
- 4.4 Digital Team of Newsroom

**MAMC-Integrated
SEMESTER-4
AUDIO-VISUAL PRODUCTION**

Course Code: CC 402	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To teach the students basics of Audio and Video Production. To inculcate the practice of working in groups to produce short audio and video production projects.

Outcome: After end of the course Student will able to understand different stages of production. They will able to differentiate and understand various formats of programmes. They can edit and make shot news videos and documentary projects.

Unit 1 Stages of Production

- 1.1 Production: Meaning, Process and Medium
- 1.2 Pre-Production (Planning)
- 1.3 Production (Shooting)
- 1.4 Post Production (Editing)

Unit 2 Camera and Lighting

- 2.1 Functioning and Types of Camera
- 2.2 Camera Shots, Angles and Movement
- 2.3 Uses of Lighting Cinematography
- 2.4 Types of Lighting

Unit 3 Other Equipments for Production

- 3.1 Functions of Switcher and Usages
- 3.2 Use of Audio Console
- 3.3 Microphones
- 3.4 Recording Equipments: Tapes to Chips

Unit 4 Editing Techniques and Programming

- 4.1 Method: Linear and Non-linear Editing
- 4.2 Tools and Software of Audio & Video Editing
- 4.3 Visual and Audio Effects
- 4.4 Uses of GFX and VFX

**MAMC-Integrated
SEMESTER-4
ORGANISATION AND MANAGEMENT OF MEDIA**

Course Code: CC 403	L: 48	T/P: 0/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: To provide students with an insight into the management practices and policies of media organizations. To instill an understanding of ownership patterns in media organizations. To enable students to manage overall functioning and coordination activity in a media organization.

Outcomes: The students will be able to summarize and analyze essential concepts and principles of media management. They can develop strategic plans for management and smooth functioning of media organizations. They can analyze, evaluate media ecosystem and critically challenge the possibilities and limitations of concepts from the field of media management.

Unit 1 Introduction to Media Management

- 1.1 Meaning and Definition of Management
- 1.2 Understanding Media Management
- 1.3 Media as a Business and Social Institution
- 1.4 Major Ownership Patterns of Media Organization in India

Unit 2 Major Areas of Management in Media Organization

- 2.1 Funds and Management Policy (BOD)
- 2.2 Human Resource Management
- 2.3 Circulation/Distribution in Management
- 2.4 Sales and Marketing

Unit 3 Management and Editorial Department

- 3.1 Ideal Relationship Between Management and Editorial Department
- 3.2 Different Ownership Patterns and Editorial Freedom
- 3.3 Political Affiliations of Management and Editorial Liberty
- 3.4 Other Ethical Issues Between Management and Editorial Department

Unit 4 New Businesses and Management in Digital Age

- 4.1 Digital Media Ventures: Ownership Options
- 4.2 Business Model of Web Based Digital Media
- 4.3 Revenue Generation Model Through Social Media Platform and App. Based Media
- 4.4 Strength and Challenges of New Media Management

MAMC-Integrated
SEMESTER-4
MEDIA WRITING BEYOND NEWS

Course Code: GEC 404	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To acquaint students with different styles of writing other than news. To explain the various types of editorials and articles. To give an understanding of creative forms of writing like travelogues and memoirs. To develop the knowledge of understanding texts and writing reviews

Outcomes: Students will be able to write editorials and articles on contemporary socio-political issues. Students will be able to explore various writing techniques like travelogue and memoir writing. Students will be able to explore other forms of creative writing too.

Unit 1 Editorial and Column

- 1.1 Meaning, Definition and Types of Editorials (Interpretive, Critical, Persuasive, Phrasing),
- 1.2 Structure of Editorials: Introduction, Argument, Evidence, Counterargument,
- 1.3 Refutation and Conclusion
- 1.4 Meaning and Types of Columns (In-depth, Opiniated, Gossip, Humorous)

Unit 2 Article and Reviews

- 2.1 Meaning, Concept and Types of Articles
- 2.2 Format and Techniques of Article Writing
- 2.3 Meaning and Concept of Reviews
- 2.4 Types of Reviews

Unit 3 Feature, Travelogue and Memoir

- 3.1 Feature: Meaning, Concept and Types
- 3.2 APPLAUSE Formula in Feature Writing
- 3.3 Meaning, Concept and Types of Travelogue
- 3.4 Meaning, Concept and Types of Memoir

Unit 4 Others Forms of Writing Techniques

- 4.1 Satire
- 4.2 Blog v/s Vlog
- 4.3 Writing for Social Media Platforms
- 4.4 Purpose and Uses of Hashtag

**MAMC-Integrated
SEMESTER-4
VOCALIZATION AND VOICE MODULATION**

Course Code: AEC 405	L: 24	T/P: 0/6	Credits:2
TI: 15 TE: 35		PI: 0 PE: 0	

Objectives: The purpose this course is to improve the voice acting skills of students so that they can able to perfectly record voice overs with correct pronunciation and vocal skills. To teach them to record as well as rectify the errors in the recorded content.

Outcomes: The students will be able to express their creativity through their voice. After the end of the course student will able to record voice over with different tones, expressions and moods.

Unit 1 Voice-over and Voice Modulation

- 1.1 Voice-over: Definition and Importance
- 1.2 Role of Voice-over in Radio and Television
- 1.3 Voice Modulation- Pitch, Pace, Pause
- 1.4 Pronunciation and Speech Problem

Unit 2 Voice Acting

- 2.1 Meaning and Types of Voice Acting (Male, Female, Cartoon and Commercial Voice Over)
- 2.2 Role of Voice Acting Exercises
- 2.3 Voice Changes Apps and Software
- 2.4 Mark the Copy: Mark and Meanings

**MAMC-Integrated
SEMESTER-4
NEWS BULLETIN PRODUCTION**

Course Code: SEC 406	L: 24	T/P: 0/12	Credits:2
TI: 0 TE: 0		PI: 15 PE: 35	

Objectives: To teach them making news bulletin programs. To teach them the art of managing different team members (presenters, editors, producers, guests).

Outcomes: Students will be able to differentiate between news formats and their advantage. Students will able to produce, edit and compile news bulletin.

Unit 1 Planning and News Gathering

- 1.1 Making Run Order and Assign Stories
- 1.2 Coverage of University Events & Record Sound-Bites
- 1.3 Special Interviews
- 1.4 Writing TV News Scripts

Unit 2 Making of News Bulletin

- 2.1 Preparation of Rundown
- 2.2 Recording PTC, Voiceovers and Editing of the Stories
- 2.3 Record the Anchor link
- 2.4 Final Packaging of Bulletin with Anchor Links, Stories and Breaks

MAMC-Integrated
SEMESTER-4
INTRODUCTION TO INDIAN ARTS AND FOLK CULTURE

Course Code: VAC 407	L: 24	T/P: 4/0	Credits:2
TI: 15 TE: 35		PI: 0 PE: 0	

Objectives: To explain the similarities and differences between classical and folk-art forms. To give an introduction of evolution of Indian music, dance, paintings and other art forms. To make a strong knowledge base of the student for further exploration in the disciplines or arts and culture.

Outcomes: Student will be able to get an understanding of Indian art forms like classical music, dances, and paintings. It'll give an introduction to the various folk-art forms of India. Student will be able to explore further the field of Indian arts.

Unit 1 Classical Indian Art Forms

- 1.1 Introduction to Indian Classical Music- Hindustani and Carnatic
- 1.2 Major Classical Dance Forms (Kathak, Bharatnatyam, Odissi, Kuchipudi)
- 1.3 Types of Temple Architecture
- 1.4 Prominent Indian Classical Artists (Pt. Birju Maharaj, Bismillah Khan, M.S. Subbalaxmi, Pt. Bhimsen Joshi)

Unit 2 Indian Folk Culture

- 2.1 Folk Culture: Concept and Significance
- 2.2 Major Indian Folk Music and Dances (Aalha, Pandvani, Powada, Ragani)
- 2.3 Major Indian Folk Dances (Dandiya, Bihu, Bhangda, Baul, Kalbelia, Ghoomar)
- 2.4 Major Folk Paintings (Madhubani, Kalamkari, Pattachitra, Mandana, Phad, Warli, Bhil)

**MAMC-Integrated
SEMESTER-5
COMMUNICATION THEORIES AND MODELS**

Course Code: CC 501	L: 48	T/P: 0/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: To give the student knowledge about basic aspects of Communication. To teach them various mass communication models and theories

Outcomes: They will be able to apply various model and theories in research. They will be able to differentiate between various media contents on the basis of their effects.

Unit 1 Understanding of Theory and Models

- 1.1 Theory and Model: Meaning and Importance
- 1.2 Elements of Model and Theory
- 1.3 Difference between Theory and Models
- 1.4 Needs of Theory and Models in Communication

Unit 2 Introduction to Theories of Communication

- 2.1 Normative/Press Theories
- 2.2 Agenda Setting Theory and Hypodermic Needle Theory
- 2.3 Cultivation, Uses and Gratification and Spiral of Silence Theory
- 2.4 Psychology Theory: Cognitive Dissonance Theory, Selective Exposure, Perception and Retention theory

Unit 3 Basic Knowledge of Models of Communication

- 3.1 Linear model
- 3.2 Interactional model
- 3.3 Transactional models
- 3.4 Barriers of communication

Unit 4 Psychology and Sociology of Media Audience

- 4.1 Type of Mass Media Audience and their Behaviours
- 4.2 Feedback: Elements and Types
- 4.3 Communication Effects and Type of Effects: Reflex, Technological, Reciprocal and Boomerang Effect
- 4.4 New Trends in Communication and Audience Studies

**MAMC-Integrated
SEMESTER-5
MEDIA LAWS AND ETHICS**

Course Code: CC 502	L: 48	T/P: 0/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: To teach the Students about the ethical and legal principles related to mass communications. To acquaint them with press laws, freedom of speech, major legal constructs and court decisions. To teach students about the evolutions and changes in media laws.

Outcomes: Students will gain knowledge of the laws and ethics related to media. Students will be acquainted with various press committees, wage boards, and media acts. Student will be able to examine the applicability's of media laws in new digital age.

Unit 1 Press Laws

- 1.1 Press Laws in India: A Historical Perspective
- 1.2 Freedom of Speech and Expression in the Constitution of India
- 1.3 Emergency Provisions and Media
- 1.4 Right to Privacy

Unit 2 Acts and Laws

- 2.1 Right to Information Act, 2005 Vs Official Secrets Act, 1923
- 2.2 Parliamentary Proceedings Protection of Publication Act, 1977
- 2.3 Press and Registration of Books act 1867
- 2.4 Copyright Act, 1957

Unit 3 Press Laws and Journalists

- 3.1 Press Commission I and II
- 3.2 Working Journalists Act, 1955
- 3.3 Defamation Law in India (IPC Section 499 and Section 500)
- 3.4 Media and Contempt of Court

Unit 4 Broadcast and Digital Media Laws

- 4.1 Cinematography Act, 1952
- 4.2 Prasar Bharti Act 1990 and Cable Television Network Act 1995
- 4.4 Information Technology Act, 2000 and its Relevance to Digital Media
- 4.4 Digital Media Guideline for Intermediaries and Digital Media Ethic Code Rules, 2021

**MAMC-Integrated
SEMESTER-5
DIGITAL MEDIA**

Course Code: CC 503	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To explain the evolution of new media. To give a thorough knowledge of various writing techniques of new media. To give knowledge of emerging trends in digital media and issues like cybercrime. To give an understanding of emerging and evolving trends in the field of new media.

Outcomes: Students will be able to understand the evolution and nuances of new media. They will be able to write content for various digital media platforms. They will be able to get understanding of the changing trends of digital media industry.

Unit 1 Digital Media: An Introduction

- 1.1 Internet and its Beginnings
- 1.2 History and Development of Digital Media (Guerilla and Viral Marketing)
- 1.3 Mobile Communication and Media
- 1.4 E-governance and Information Society

Unit 2 Web Journalism: Concept and Writing

- 2.1 Websites and News Portals: Concept and Functioning
- 2.2 Selection of News Content, Presentation of News
- 2.3 Linear and Non-linear writing: Technique and Story Structure
- 2.4 Guidelines for News Portal

Unit 3 Social Media Platform & OTT

- 3.1 Social Media: History and Development
- 3.2 New Trends and Impact of Social Media
- 3.3 Revenue Model of Social Media
- 3.4 OTT Platform: Definition and development

Unit 4 Issue of Cyber Security in Digital Media

- 4.1 Cyber Crimes & Security: Types and Case Studies
- 4.2 Internet Censorship in India
- 4.3 Journalism and Challenges of Cyber Security
- 4.4 Issues of Privacy in Digital Age

**MAMC-Integrated
SEMESTER-5
MEDIA LITERACY**

Course Code: DSE 504	L: 48	T/P: 8/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: To teach students how to critically and effectively access, analyze, evaluate and create various media messages. To acquaint student with the concept of misinformation and disinformation. To build knowledge on the concept on information literacy and frames it within the media paradigm.

Outcomes: Student will be able to understand between good text and bad text and information literacy. They will be able to effectively access, analyze, and evaluate media content. They will examine how media messages shape politics, culture and society.

Unit 1 Introduction to Media Literacy

- 1.1 Media Literacy: Meaning and Importance
- 1.2 Scope of Media Literacy
- 1.3 Message Connotation and Denotation
- 1.4 Difference Between Good Text and Bad Text

Unit 2 Production of Media Messages

- 2.1 Message Creation and Ascribed Meanings
- 2.2 Types of Media Messages
- 2.3 Media Message Exposure and Filtration
- 2.4 Skills in Media Literacy

Unit 3 Reception Process

- 3.1 Reception of Messages
- 3.2 Message Analyses: Interpretation and Meaning Making
- 3.3 Misinformation and Disinformation
- 3.4 Objectivity and Reliability in Media Message

Unit 4 Outcome of Media Literacy

- 4.1 Media Literacy vs Message Effect and Influence
- 4.2 Messages Outcome: Positive vs Negative
- 4.3 Message Awareness and Media Literacy
- 4.3 Media Messages and Social Changes

MAMC-Integrated
SEMESTER-5
SOCIO-ECONOMIC-POLITY (WORLD) 3

Course Code: GEC 505	L: 48	T/P: 0/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: Objectives: To give an understanding of cultural, economic and political issues of the world. To introduce the concept of racial, ethnic, cultural diversity at global level. To make introduce global economic issues and disparities. To give an understanding of global political scenario, ideologies and current issues in International Relations.

Outcomes: Students will be able to get an understanding of racial, ethnic and political diversity in the world and its various aspects. It'll introduce economic issues and their current trends. Students will be able to get an understanding of various political systems and the changing political scenario on International Level.

Unit 1 Social & Cultural Structures

- 1.1 Different Races and Ethnicities of World
- 1.2 Concept of Religion in Different Societies
- 1.3 Various Religions of World
- 1.4 Rural and Urban Societies: Major Differences

Unit 2 World Economy

- 2.1 Characteristics of Developed and Developing Economy
- 2.2 Resource Distribution in World: A Broader Worldview
- 2.3 Objectives of IMF and World Bank
- 2.4 Black Money: Causes & Preventions

Unit 3 Global Political Structures

- 3.1 Introduction to Various Political Systems (Democracy, Monarchy, Oligarchy and Totalitarianism)
- 3.2 Different Types of Democracy (Direct and Representative)
- 3.3 Introduction to Major Political Ideologies (Nationalism, Communism, Fascism and Liberalism)
- 3.4 Contemporary Global Challenges (Terrorism, Climate Change and Poverty)

Unit 4 International Organisations

- 4.1 League of Nations & UNO: Formation & Objectives
- 4.2 ASEAN, SAARC, G7 and G20
- 4.3 NATO and QUAD
- 4.4 Interpol and Concept of Peace Army

**MAMC-Integrated
SEMESTER-5
INTERNSHIP**

Course Code: SEC 506 or PTI 506	L: 10	T/P: 0/5	Credits:2
TI: 0 TE: 0	PI: 0 PE: 100		

Objectives: The primary purpose of academic internship course is to better understand the theories, ideas, and practices of discipline or major by actively engaging in a “hands-on,” work-based, learning experience.

Outcomes: Apply appropriate behaviors in a professional setting. Demonstrate content knowledge appropriate to job assignment. Evaluate the internship experience in terms of their personal, educational and career needs.

Course Description:

Provides the student with an opportunity to gain knowledge and skills from a planned work experience in the student’s chosen career field. Internship placements are directly related to the student’s program of study and provide learning experiences not available in the classroom setting. Internships provide entry-level, career-related experience, and workplace competencies that employer’s value when hiring new employees. Internships may also be used as an opportunity to explore career fields. Students must meet with the Internship & Apprenticeship Coordinator prior to registering.

The purpose of the Internship Program is to provide each student practical experience in a standard work environment. The Internship & Apprenticeship Coordinator and Faculty Internship Advisor will assist students in making the job a valuable and productive experience. Success in this job will help ensure development of skills necessary for a lasting and rewarding career in the future.

Students must remain at the internship worksite placement for the agreed upon period for which they are registered. If there are significant changes in the work schedule, in the job expectations, or the working conditions, students are required to contact their Faculty Internship Advisor.

**MAMC-Integrated
SEMESTER-6
COMMUNICATION RESEARCH**

Course Code: CC 601	L: 48	T/P: 0/12	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: To teach the students basics of communication research. To acquaint the students with the structure of report writing in research.

Outcomes: Students will be able to apply research methods and approaches in different areas for field work. They will be able to conduct small research.

Unit 1 Introduction to Research

- 1.1 Meaning and Importance of Research
- 1.2 Purpose of Research
- 1.3 Process of Research
- 1.4 Types of Research

Unit 2 Approaches to Research

- 2.1 Qualitative and Quantitative
- 2.2 Research Methods: Survey, Case Study, and Content Analysis
- 2.3 Techniques of Research
- 2.3 Tools for Research

Unit 3 Data Analysis

- 3.1 Importance and Purpose of Data
- 3.2 Types of Data
- 3.3 Research Data Formats
- 3.4 Data Analysis Methods

Unit 4 Writing for Research

- 4.1 Structures and Format of Research Report, Article and Dissertation
- 4.2 Reference Style
- 4.3 Footnote and Endnote
- 4.4 Ethic in Research

MAMC-Integrated
SEMESTER-6
INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

Course Code: CC 602	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To provide an insight to the student to gain in-depth knowledge on the need and scope of advertising as a medium of communication and product promotion. To train the students with the fundamentals of public relations management and practices with an emphasis on the role of effective communication strategies in the corporate environment.

Outcomes: To trained student with the required fundamental, conceptual and practical, aspects so that they can produce quality of advertisement. Students will be able to describe the strategies, tactics, and techniques of public relations programs.

Unit 1 Introduction to Advertising

- 1.1 Definition, Importance, Need and Role of Advertising
- 1.2 Theories of Advertising
- 1.3 Model of Advertising: Maslow's Hierarchy of Needs, AIDA, DAGMAR, and DRIP
- 1.4 Ethics of Advertising

Unit 2 Advertising Media

- 2.1 Print advertising and Broadcast Advertising
- 2.2 Indoor and Outdoor Advertising
- 2.3 Covert Advertising and Public Service Advertising
- 2.4 Advertorials

Unit 3 Public Relation an Introduction

- 3.1 Public Relation: Origin, Growth and Scope
- 3.2 Organisational Structure of PR department (Government and Private)
- 3.3 Roles and Responsibilities of PRO
- 3.4 Code of Ethics in PR

Unit 4 Media Relations

- 4.1 Writing for Press Release and Type of Press Release
- 4.2 Press Conference, Press Briefing and Meet the Press
- 4.3 Responsibilities for Organizing Events and Media Visits
- 4.4 Major Ad Agencies in India

MAMC-Integrated
SEMESTER-6
INTRODUCTION TO INDIAN CINEMA

Course Code: CC 603	L: 48	T/P: 6/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: This course will introduce the students to the elements of Cinema, its narrative techniques, and cinema movements in India.

Outcomes: Students will be able to explore the interconnections of personal visions, artistic and technological developments, social changes, as well as the audio-visual means through which cultures and nations are defined.

Unit 1 Introduction to Cinema

- 1.1 Meaning and Purpose of Cinema
- 1.2 Various Genres and Themes in Indian Cinema
- 1.3 Indian Cinema: Fantasy or Reality
- 1.4 Origin of Cinema as a Medium in Mass Communication

Unit 2 History of Indian Cinema

- 2.1 Era of Silent Films
- 2.2 Pre-Independence Talkies
- 2.3 Post-Independence Cinema
- 2.4 Cinema in Modern Society and Its Impact

Unit 3 Screening of Hindi Cinema

- 3.1 Raja Harishchandra (1913) and Lanka Dahan (1917)
- 3.2 Achhut Kanya (1936) and Devdas (1936)
- 3.3 Mother India (1957) and Sholey (1975)
- 3.4 Hum Apke Hian Kaun(1994) and RRR (2022)

Unit 4 Narratives in Cinema (Critical Analyses)

- 4.1 Types of Story-Telling
- 4.3 Illusion v/s Reality
- 4.4 Cinema and Culture (Functioning Perspective)
- 4.5 Cinema and Nationalism

**MAMC-Integrated
SEMESTER-6
BASICS OF FILM MAKING**

Course Code: DSE 604	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: To acquire knowledge of the camera's components and function of a digital camera. To acquire knowledge of outdoor photography. To understand films, themes, and cinematography.

Outcomes: Students will be able to use the camera in films and videos. Students will be able to apply lights and camera fundamentals and for films and photography. Students will be able to acquire knowledge of outdoor photography.

Unit 1 Different Formats of Films

- 1.1 Concept of Fiction
- 1.2 Short Film
- 1.3 Feature film and Biopic
- 1.4 Documentary and Docudrama

Unit 2 Process of Film Story Development

- 2.1 Idea Generation
- 2.2 Research and Developing the Idea
- 2.3 Story and Character Development
- 2.4 Screenplay

Unit 3 Production: Cinematography

- 3.1 Components, Functions & Types of Cameras
- 3.2 Camera and lens
- 3.3 Element of Photography
- 3.4 Understating Light & Compositing Rules

Unit 4 Post-Production

- 4.1 Editing: Concept of sound & Video Editing
- 4.2 Visual Effects
- 4.3 Dubbing
- 4.4 Concept of Photo Editing

**MAMC-Integrated
SEMESTER-6
MANAGEMENT LESSONS THROUGH ANCIENT WISDOM**

Course Code: GEC 605	L: 48	T/P: 0/0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: The objective of this program is to introduce ideas of holistic personality development to live a balanced life, along with training the students on various life skills. These skills will help the students in making a smooth transition from their college life to the _real world‘.

Outcomes: To identify some of the commonly felt problems that individuals, organizations and the society faces. To demonstrate how alternative world views and paradigms of management could be developed by equipping oneself with life skills.

Unit 1 Life Skills

- 1.1 Playing the Game: Patience, Strategic Planning, Socialization, Mental Prowess, Empathy, Literacy, Hand-Eye Coordination, Observation.
- 1.2 Personality Development: Managing Stress, Resolving Conflict, Improving time Management, Listen Actively, Make Better Decisions,
- 1.3 Developing Emotional Intelligence,
- 1.4 Developing Reading Habit, Developing and Expressing Empathy.

Unit 2 Key to Relationships

- 2.1 Open Communication: Listening and Feeling Heard, Importance of Listening and Being Heard
- 2.2 Working Through Disagreements
- 2.3 Mutual Intimacy and Trust.
- 2.4 Ceiling on Desire: Curbing Excessive Talk, Curbing Excessive Desires and Expenditure, Control on Consumption of Food, and Check on Waste of Energy.

Unit 3 Managing Negativity, Stress and Time

- 3.1 Art of Overcoming Grudges, Skills to Clear the Clutter, Dropping Negative Thoughts About oneself and Others, Improving Toleration, Avoid Toxic Relationships.
- 3.2 Leadership: Relationship Building, Agility and Adaptability, Innovation and Creativity
- 3.3 Employee Motivation, Decision-Making
- 3.4 Conflict Management, Negotiation and Critical Thinking.

Unit 4

- 4.1 The Power of One: A Better You, Family Ties, get along Better with Family Members
- 4.2 Explore Work Options, Prepare for a Career
- 4.3 Sharpen Skills useful in Business, Take the Lead
- 4.4 Community Service Project: A Visit to a NGO with an Aim to Serve Community

**MAMC-Integrated
SEMESTER-6
DISSERTATION**

Course Code: SEC 606	L: 24	T/P: 0/12	Credits: 2
TI: 0 TE: 0		PI: PE:	

Each student will be required to select a research topic approved by the Supervisor and write a Dissertation. The selection of research problem will be on the basis of review of related researches, discussion with the peers and the guide.

After approval, the scholar shall develop a synopsis highlighting the research question, objectives and the procedures and the methodology of data collection and analysis procedures of analysis of data etc. Further Dissertation has to be submitted in following format: Introduction, Review of Literature, Objective, Research Question, Methods, Discussions, Results and Conclusion.

The dissertation will be evaluated by both internal and external examiner followed by viva voce. The criteria for awarding marks should be based on relevance of research problem, methodology, tools, sample and organization of the report etc. and should be enclosed with the dissertation to the examiners.