

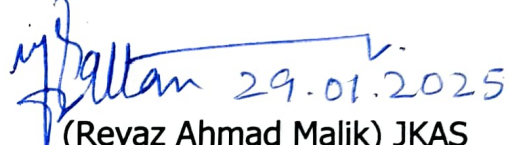
GOVERNMENT OF JAMMU AND KASHMIR
JAMMU & KASHMIR SERVICES SELECTION BOARD

CPO Chowk Panjtirthi, Jammu/ZamZam Complex Rambagh Srinagar.
www.jkssb.nic.in

Notice

Subject: Syllabus for the post of Educator cum Studio Assistant advertised vide Notification No. 06 of 2020 under item No. 180 and 191.

The Syllabus for the post of **Educator Cum Studio Assistant** (Higher Education Department) advertised vide Notification No. 06 of 2020 under item No. 180 and 191 notified in the advance notice vide Notice No. JKSSB-COE0EXAM/UT/10/2023-04 (7055504) dated 03-01-2025 shall now be read as in **Annexure "A"** to this notice.


(Reyaz Ahmad Malik) JKAS
Controller of Examinations
J&K Services Selection Board

No. JKSSB-COE0EXAM/UT/10/2023-04 (7055504)

Dated: 29-01-2025

Copy to the:

- 1) Director Information & Public Relations, J&K Government with the request to get the said notification published in at least three leading local newspapers of Jammu/Srinagar for three consecutive days.
- 2) Member(s) ALL, J&K Services Selection Board.
- 3) Secretary, J&K Services Selection Board.
- 4) Deputy Controller of Examinations, J&K Services Selection Board
- 5) Administrative Officer, Services Selection Board, Jammu/Srinagar.
- 6) P/S to Chairperson, J&K Services Selection Board for the information of Ld. Chairperson.
- 7) In-charge Website, Services Selection Board, Jammu.
- 8) Office record.

Annexure "A"

Time: 02 Hours
Total Marks: 120

SEMESTER I" MAJOR COURSE

MCM122J: MASS COMMUNICATION AND MULTIMEDIA PRODUCTION (INTRODUCTION TO JOURNALISM)
CREDITS: THEORY – 04; PRACTICALS - 02

COURSE OBJECTIVES:

1. To introduce students to the basics of journalism.
2. To acquaint them with basic process of journalism.
3. To develop the basic skills of journalism.
4. To introduce students to the technical terms/jargon of Journalism.

THEORY (4 CREDITS)

UNIT I

- Journalism as a profession: Concept, nature and scope
- Journalism and democracy; Concept of Fourth Estate
- Job of a journalist, Qualities and skills of a journalist

UNIT II

- What is News, Understanding what makes news; News Values
- Types of News
- Features or components of a news story

UNIT III

- Five 'W's and One 'H': the Main Elements of News
- Generating story ideas
- Sources of news

UNIT IV

- Gathering information: Observation, Interviews, Documents, Internet
- Attribution & Verification; Multi-Sourcing
- Changing trends in Journalism
- Basic journalism terminology

PRACTICALS (2 CREDITS)

Practical work based on relevant theory topics

SUGGESTED READINGS

1. *Elements of Journalism*. Bill Kovach & Tom Rosenstiel
2. *Hough, George (1994). News Writing*. Houghton Mifflin College.
3. *Harcup, Tony (2009). Journalism Principles & Practices*. London: Sage.
4. *Smith, John (2007). Essential Reporting*. London: Sage.
5. *Mencher, Melvin (2011). News Reporting and Writing*. New York: McGraw-Hill.

SEMESTER 2nd
MAJOR COURSE

MC222J: MASS COMMUNICATION AND MULTIMEDIA PRODUCTION (INTRODUCTION TO COMMUNICATION)
CREDITS: THEORY – 04; TUTORIALS - 02

COURSE OBJECTIVES:

1. *To introduce students to the concepts of communication.*
2. *To acquaint them with models of communication.*
3. *To introduce students to the theories of communication.*

THEORY (4 CREDITS)

UNIT I

- Defining Communication
- Need and functions of Communication
- Elements of Communication

UNIT II

- 7 C's of Communication; Barriers to Communication
- Communication Types: Verbal and Non-Verbal; Formal and Informal; Mediated and Non-Mediated
- Forms of Communication: Intrapersonal, Interpersonal, Group, Public, Mass Communication

UNIT III

- Communication as a process
- Linear and Non-linear models
- Basics concepts of models: Aristotle, Lasswell, Berlo, Shannon & Weaver, Schramm, Dance, Osgood, Westley & MacLean, Kincaid

UNIT IV

- Introduction Communication theory
- Theories of Powerful and Limited Effects, Normative theories of Press
- Functions of Mass Communication: Surveillance, Correlation, Entertainment, Cultural Transmission
- Dysfunctions of Mass Communication

TUTORIALS (2 CREDITS)

Tutorial based on relevant theory topics

SUGGESTED READINGS

1. Mass Communication Theory: An Introduction by Denis McQuail (2005)
2. Understanding Media by Marshall McLuhan
3. Mass Communication Theory and Practice by Uma Narula
4. Introduction to communication studies by John Fiske.
5. Theories of mass communication by DeFluer and Ball Rockech

Bachelors with Mass Communication and Multimedia Production as Major
3rd SEMESTER

MCM322J: MEDIA ETHICS CREDITS: THEORY – 4, TUTORIAL: 2
THEORY (4 CREDITS: 60 HOURS) MAXIMUM MARKS: 100
MINIMUM MARKS: 36

Course Learning Outcomes:

To focus on ethical dimensions of issues related to media and understand ethical and moral standards of media professionalism. Students will be able to explore various ethical dilemmas that confront media professionals and know code of ethics of the profession.

UNIT – 1 (15 HOURS)

- Ethics in Journalism: An Introduction
- Understanding Truth and Accuracy
- Conflict of Interest, Freebies
- Sensationalism, Privacy

UNIT – 2 (15 HOURS)

- Media bias, Plagiarism
- Sting Operation, Phone tapping
- Misinformation, Disinformation
- Paid News, Fake News

UNIT – 3 (15 HOURS)

- Ethical aspect of live reporting
- Obtaining Consent, Anonymity
- Ethical considerations in covering marginalized groups, children and gender
- Ethical dilemmas while covering violence and disability

UNIT – 4 (15 HOURS)

- Media Trial, Accountability and Transparency
- Social Media Ethics: Ethical Practices while using Social Media
- SPJ Code of conduct for journalists

TUTORIALS (2 CREDITS: 30 HOURS)

MAXIMUM MARKS: 50

MINIMUM MARKS: 18

Case Studies based on Media Ethics

Suggested Reading:

Merino, Noel. (2012). Media Ethics, Greenhaven

**Bachelors with Mass Communication And Multimedia Production as Major
4th SEMESTER**

**MCM423J1: VISUAL COMMUNICATION CREDITS: THEORY – 3, TUTORIAL: 1
THEORY (3 CREDITS: 45 HOURS)**

Course Learning Outcomes:

Students will be able to effectively convey ideas, emotions and messages through the skilful use of visual elements and principles of design.

UNIT – 1 (15 HOURS)

- Visual communication principles and significance
- Overview of historical development
- Elements: Line, Shape, Colour, Texture, Form
- Design principles: Balance, Contrast, Emphasis, Rhythm, Unity, Proportion

UNIT – 2 (15 HOURS)

- Graphic design essentials and applications
- Layout design for print and digital media
- Creating logos, posters, brochures
- Software tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign)

UNIT – 3 (15 HOURS)

- Introduction to digital media
- Multimedia elements: images, audio, video, animation
- Interactive design for web, apps, social media
- Basics of video editing, animation, motion graphics

**TUTORIALS (1 CREDIT: 15 HOURS)
MINIMUM MARKS: 9**

MAXIMUM MARKS: 25

- Discussing narrative techniques in visuals and using visuals to convey emotions, ideas
- Ethical considerations and cultural sensitivity in visuals and successful case studies

Suggested Reading:

- *Lester, P. M. (2014). Visual Communication: Images with Messages. Routledge.*
- *Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.*
- *Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. New Riders.*
- *Flaherty, F. (2000). The Elements of Story: Field Notes on Nonfiction Writing. Harper Perennial.*
- *Sherwin, R. (2017). Visual Storytelling: Inspiring a New Visual Language. Focal Press*

**Bachelors with Mass Communication And Multimedia Production as Major
4th SEMESTER**

**MCM423J2: RADIO PRODUCTION
THEORY (4 CREDITS: 60 HOURS)**

**CREDITS: THEORY – 4, TUTORIAL: 2
MAXIMUM MARKS: 100
MINIMUM MARKS: 36**

Course Learning Outcomes:

This course enables the students to describe various formats of radio formats and the production process of radio program

UNIT – 1 (15 HOURS)

- Radio as a medium of broadcasting
- Radio Broadcasting in India (Pre and Post-Independence)
- Different types of radio stations and transmissions
- Organizational structure and functionaries of a radio station

UNIT – 2 (15 HOURS)

- Programme formats (Interviews, Discussion and Drama)
- Radio News
- Radio Features

UNIT – 3 (15 HOURS)

- Writing for Radio
- Principles of scripting
- Writing links and announcements

UNIT – 4 (15 HOURS)

- Voice modulation, Pronunciation
- Presentation Styles
- Types of Microphones

TUTORIALS (2 CREDITS: 30 HOURS)

MAXIMUM MARKS: 50

Group Assignment: Write, Record and Edit any radio programme.

Suggested Readings:

- *Mc Leish, R & Link, J. (2016). Radio production. Focal Press.*
- *Fleming, C. (2009) The radio handbook. Routledge.*

- *Ford, M. (2013). Radio production. digital broadcast art. Create Space.*
- *Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.*
- *Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.*
- *Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.*
- *Alten, S.R. (2008). Audio in media (8th ed.). Belmont, CA: Thompson Wadsworth.*
- *McCoy, Q. (1999). No static: A guide to creative radio programming. San Francisco: Backbeat Books.*

Bachelors with Mass Communication And Multimedia Production as Major

4th SEMESTER

MCM423J3: DEVELOPMENT COMMUNICATION CREDITS: THEORY-4

TUTORIAL: 2

THEORY (4 CREDITS: 60 HOURS)

MAXIMUM MARKS: 100

MINIMUM MARKS: 36

Course Learning Outcomes:

During the course of the study the student will be given an understanding of the process of development and the role of communication in it.

UNIT – 1 (15 HOURS)

- Development: Definition, Meaning and Process
- Human development
- Role of UN and its allied agencies.
- MDG's SDG's.

UNIT – 2 (15 HOURS)

- Theories and Models of development: Dominant paradigm, Dependency model, Alternative paradigm
- Basic needs models
- Nehruvian model
- Gandhian model

UNIT – 3 (15 HOURS)

- Development communication: Definition, Concept, Purpose
- Dev comm. approaches – Diffusion of Innovation, Empathy and Magic Multiplier
- Alternative Dev comm. approaches: Participatory Approach
- Designing messages for Development Communication.

UNIT – 4 (15 HOURS)

- Cyber Media and Development –e-governance, e-chaupal
- ICT for development
- Development Support Communication (DSC),
- Development support communication in India in the areas of: Agriculture, Health & Family Welfare, Women Empowerment.

TUTORIALS (2 CREDITS: 30 HOURS)

MAXIMUM MARKS: 50
MINIMUM MARKS: 18

Practical: Critical analysis of mainstream media's reportage of development issues in India.
Analysis of mainstream TV news media reportage on rural problems and issues in India.

Suggested Reading:

- Hamelink, J. & Mehra, A. (eds.) *Communication Development and Human Rights in Asia*. Singapore: AMIC.
- McPhail, T. L. *Development Communication: Reframing the Role of the Media*. Sussex: Wiley-Blackwell.
- Melkote, S. & Steeves, H. L. *Communication for Development in the Third world. Theory and Practice for Empowerment*. Thousand Oaks, CA : Sage.
- Mies, M. & Shiva, V. *Ecofeminism*. London: Zed Books.
- Mody, B., *Designing Messages for Development Communication: An Audience Participation-Based Approach*. London: Sage
- Neuzil, M. *Mass Media and Environmental Conflict: America's Green Crusades*. Thousand Oaks, CA: Sage.

BACK

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – I)
5th SEMESTER**

MCM522J1 MCMP _ NEW MEDIA

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *Students will be able to critically analyse and navigate the evolving landscape of New Media, demonstrating an understanding of its impact on society, communication, and culture.*

THEORY (3 CREDITS: 45 HOURS)

UNIT – 1 (15 HOURS)

- New Media: Meaning Characteristics, Principles
- New Media Interface
- New Media Economy
- Impact of New Media on Journalism

UNIT – 2 (15 HOURS)

- New Media Ecology, Installations
- Elements of Transmedia Narratives across multiple media
- Online Story Construction, Blog, Trends in web/online Journalism
- Artificial Intelligence, Augmented Reality

UNIT – 3 (15 HOURS)

- Tools and Techniques for Online Journalism
- New Media Ethics: Copyright and Legal issues in cyber space,
- Editing online content
- Dark Side of New Media

TUTORIALS (1 CREDIT: 15 HOURS)

- Producing a digital story.
- Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, social media.
- Using Facebook, Twitter, WordPress, Blogger, YouTube, Docs, Drive, Hangouts

SUGGESTED READINGS:

- Humphreys, Ashlee. Social Media. New York: Oxford University Press
- Levinson, Paul. New Media (2nd Edition). Boston: Pearson.
- Manovich, L. (2001). The language of new media. MIT press.
- Jenkins, H. (2006). Convergence culture: Where old and new media collide. NYU press.
- Flew, T. (2007). New media: An introduction. Oxford: Oxford University Press.
- Gerbaudo, P. (2018). Tweets and the streets: social media and contemporary activism. Pluto Press.
- Castells, M. (2004). The network society A cross-cultural perspective. Edward Elgar Lev Manovich.

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT-5)
5th SEMESTER

MCM522J2 MCMP _ MEDIA HISTORY

CREDITS: THEORY – 4, TUTORIALS – 2
CME22N MCMP – NEW MEDIA
COURSE LEARNING OUTCOMES

COURSE LEARNING OUTCOMES:

To trace historical growth and development of media in India and abroad and develop awareness about major landmark events that have helped in shaping the media scenario around

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Traditional Media: Introduction
- History and Origin of Printing
- Evolution of press in India: pre- and post-independence era
- Language Press in India

UNIT – 2 (15 HOURS)

- History of broadcasting at global level
- Growth of Radio in India
- Television in India
- Growth of Digital Media

UNIT – 3 (15 HOURS)

- Origin and development of Folk Media
- Evolution of Cinema in India
- Parallel and Commercial Cinema
- Role of Media in Development

UNIT – 4 (15 HOURS)

- Press in Jammu and Kashmir: Early period
- Growth and Development of Press in Jammu and Kashmir
- Radio and Television in Jammu and Kashmir
- Challenges faced by media professionals

INTERNSHIP

OR

TUTORIALS (2 CREDITS: 30 HOURS)

Group Assignments and class presentations about various aspects of Media History.

SUGGESTED READINGS:

- Ahuja, B.N. (2015). History of Indian Press: Growth of Newspapers in India
- Khanna, Amit. (2019). Words, Sounds, Images: A History of Media and Entertainment in India. HarperCollins India
- Melkote, Srinivas. R. (1998). In International satellite broadcasting in South Asia: Political, economic, and cultural implications. Peter Shields, Binod C. Agrawal (Eds). University Press of America
- Natarajan, J. History of Indian Journalism. Creative Media Partners
- Parthasarathy, Rangaswami. (2017). Journalism in India: From the Earliest Times to the Present Day. New Delhi: Sterling Publishers
- Saraf, Mulk Raj. (1967). Fifty Years as a Journalist. Raj Mahal Publishers

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MINOR (CT - I)
5th SEMESTER

MC522N MCMP _ NEW MEDIA

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *Students will be able to critically analyse and navigate the evolving landscape of New Media, demonstrating an understanding of its impact on society, communication, and culture.*

THEORY (3 CREDITS: 45 HOURS)

UNIT – 1 (15 HOURS)

- New Media: Meaning Characteristics, Principles
- New Media Interface
- New Media Economy
- Impact of New Media on Journalism

UNIT – 2 (15 HOURS)

- New Media Ecology, Installations
- Elements of Transmedia Narratives across multiple media
- Online Story Construction, Blog, Trends in web/online Journalism
- Artificial Intelligence, Augmented Reality

UNIT – 3 (15 HOURS)

- Tools and Techniques for Online Journalism
- New Media Ethics: Copyright and Legal issues in cyber space,
- Editing online content
- Dark Side of New Media

TUTORIALS (1 CREDIT: 15 HOURS)

- Producing a digital story.
- Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, social media.
- Using Facebook, Twitter, WordPress, Blogger, YouTube, Docs, Drive, Hangouts

SUGGESTED READINGS:

- Humphreys, Ashlee. Social Media. New York: Oxford University Press
- Levinson, Paul. New Media (2nd Edition). Boston: Pearson.
- Manovich, L. (2001). The language of new media. MIT press.
- Jenkins, H. (2006). Convergence culture: Where old and new media collide. NYU press.
- Flew, T. (2007). New media: An introduction. Oxford: Oxford University Press.
- Gerbaudo, P. (2018). Tweets and the streets: social media and contemporary activism. Pluto Press.
- Castells, M. (2004). The network society A cross-cultural perspective. Edward Elgar Lev Manovich.

BACHELORS

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – III)
5th SEMESTER

MCM522J3 MCMP _ ADVERTISING

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

To introduce students to the concept and process of advertising and to outline the importance of advertisements for the success of brands.

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Advertising: Definition and Concept
- History and Evolution of Advertising in India
- Functions and Types of Advertising

UNIT – 2 (15 HOURS)

- Importance of Advertising as a Marketing Strategy
- Understanding Brand, Brand Image and Brand Equity
- Role of Advertising in building Brand Image and Brand Equity

UNIT – 3 (15 HOURS)

- Target Audience: Importance and Scope
- Various Media for Advertising
- Print, Electronic and Digital advertising

UNIT – 4 (15 HOURS)

- Advertising Agency: Definition and Types
- Structure and Function of an Advertising Agency
- Creativity: Concept and Importance in Advertising
- Creative Brief

TUTORIALS (2 CREDITS: 30 HOURS)

- *Group Assignments and class presentations, especially designing of ads.*

SUGGESTED READING:

- Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
- Brand Equity & Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – I)
6th SEMESTER**

MCM622J1 MCMP _ FOLK MEDIA

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *Students will be able to appreciate the cultural significance and artistic expressions of Folk Media, understanding its role in preserving traditions, promoting community identity, and fostering social cohesion.*

THEORY (3 CREDITS: 45 HOURS)

UNIT – 1 (15 HOURS)

- Introduction to traditional folk media
- Different forms of popular traditional media
- Characteristics of folk media
- Various popular forms of folk media in India (Folk Theatre, Folk Songs, Puppet Shows)

UNIT – 2 (15 HOURS)

- Folk Media vs Electronic Media
- Limitations of mass media and advantages of folk media
- Role of traditional folk media in communicating modern themes
- Folk Media and community engagement: Understanding the nature and style of folk media

UNIT – 3 (15 HOURS)

- Integrated use of Folk Media and Mass Media
- Song and Drama Division and Field Publicity Units
- Field Publicity Units
- Use of Folk media for developmental messages

TUTORIALS (1 CREDIT: 15 HOURS)

- *Practical work based on Kashmiri Folk Traditions (Bandpather, PadshaDaleel, Ladi Shah)*

SUGGESTED READINGS:

- Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
- Sitaram, K.S. Culture and Communication, Associate Printers, Mysore.
- Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
- Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing, House, Delhi.

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – II)
6th SEMESTER

MCM622J2 MCMP _ CINEMA STUDIES

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

Students will understand evolution and significance of cinema and various technicalities in film making

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Concept and Significance of Cinema
- Evolution of Cinema
- Indian New Wave Cinema or Parallel Cinema
- Culture and Cinema: Characteristics and portrayal

UNIT – 2 (15 HOURS)

- Stages of Production – Pre-production, production and post-production
- Technicalities in Cinema: Semiotics, Narratives, Intertextuality, Mise-en-scene
- Shots and scene, camera movements and angles
- Light, Sound and Composition

UNIT – 3 (15 HOURS)

- Film Genre: Action, Thriller, Comedy, Tragedy, Horror, Scientific Fiction
- Film Narrative: Structural Analysis (Exposition, Rising action, Falling action)
- Film Budgeting
- Pioneers in film making

UNIT – 4 (15 HOURS)

- Film Reviews
- Film Festivals
- Theories of Film making
- Screening of any two national/international award-winning films

PRACTICALS (2 CREDITS: 30 HOURS)

Short Films to be produced by students in groups as part of Practical

SUGGESTED READINGS:

- Ascher, Steven and Pincus, Edward. (2013). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age* (Fifth Edition). Penguin
- Belavadi, Vasuki. (2007). *Video Production*. Oxford University Press
- Hayward, Susan. (2022). *Cinema Studies: The Key Concepts* (6th Edition), Routledge
- Hunt, Robert Edgar., Marland, John., Rawle, Steven. (2018). *The Language of Film*. Bloomsbury: London
- Monaco, James. (2000). *How to Read a Film: The World of Movies, Media and Multimedia* (Language, History, Theory). Oxford University Press

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MINOR (CT – I)
6th SEMESTER

MCM622N MCMP_ FOLK MEDIA

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *Students will be able to appreciate the cultural significance and artistic expressions of Folk Media, understanding its role in preserving traditions, promoting community identity, and fostering social cohesion.*

THEORY (3 CREDITS: 45 HOURS)

UNIT – 1 (15 HOURS)

- Introduction to traditional folk media
- Different forms of popular traditional media
- Characteristics of folk media
- Various popular forms of folk media in India (Folk Theatre, Folk Songs, Puppet Shows)

UNIT – 2 (15 HOURS)

- Folk Media vs Electronic Media
- Limitations of mass media and advantages of folk media
- Role of traditional folk media in communicating modern themes
- Folk Media and community engagement: Understanding the nature and style of folk media

UNIT – 3 (15 HOURS)

- Integrated use of Folk Media and Mass Media
- Song and Drama Division and Field Publicity Units
- Field Publicity Units
- Use of Folk media for developmental messages

TUTORIALS (1 CREDIT: 15 HOURS)

- *Practical work based on Kashmiri Folk Traditions (Bandpather, PadshaDaleel, Ladi Shah)*

SUGGESTED READINGS:

- Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
- Sitaram, K.S. Culture and Communication, Associate Printers, Mysore.
- Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
- Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing, House, Delhi.

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – III)
6th SEMESTER**

MCM622J3 MCMP _ PUBLIC RELATIONS

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

Students will be able to strategically manage and enhance the reputation and communication of organizations in diverse media environments

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Public Relations: Definitions, Meaning, Scope
- Concept of Publics in PR
- Ethics in PR

UNIT – 2 (15 HOURS)

- Origin and Growth of PR as a Profession
- Public Relations in India: A Brief Historical Perspective
- Top PR Firms in India

UNIT – 3 (15 HOURS)

- Public Opinion: Meaning and Definitions
- Propaganda: Concept
- Public Relation Tools

UNIT – 4 (15 HOURS)

- Public Relation Campaign
- Public Relations and Advertising
- New Media in Public Relations

TUTORIALS (2 CREDITS: 30 HOURS)

Group Assignments and class presentations based on PR Campaigns.

SUGGESTED READINGS:

- Smith, R. (2013). Public Relations: The Basics. United Kingdom: Taylor & Francis.
- Bernays, E. L. (2013). Public Relations. (n.p.): University of Oklahoma Press.
- Vilanilam, J. V. (2011). Public Relations in India: New Tasks and Responsibilities. India: SAGE.

BACHELORS
IN MASS COMMUNICATION

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – I)
7th SEMESTER**

MCM722J1 MCMP _ EXPLORING HINDI CINEMA

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

To provide comprehensive understanding about growth and development of Hindi Cinema and to gain expertise in film-making.

THEORY (3 CREDITS: 45 HOURS)

UNIT – 1 (15 HOURS)

- Historical Overview and Development of Hindi Cinema
- Early period and Silent Era in Indian Cinema
- Emergence of Film Studios: New Theatres, Bombay Talkies, Imperial theatre, R.K. Studio
- The Golden Age

UNIT – 2 (15 HOURS)

- Contemporary Hindi cinema
- Themes, Representation, Gender and Identity in Hindi Cinema
- Stalwarts of Indian cinema: Satyajit Ray, Mehboob, Shyam Benegal, Guru Dutt, Raj Kapoor, Dilip Kumar
- Reference films: Raja Harishchandra, Alam Ara

UNIT – 3 (15 HOURS)

- Screenplay: Concept and Purpose
- Elements and Structure of Screenplay
- Films and Digital platforms
- Challenges and Opportunities for Hindi Cinema

TUTORIALS (1 CREDIT: 15 HOURS)

Short Films to be produced by students in groups as part of practical exercise

SUGGESTED READINGS:

- Ascher, Steven and Pincus, Edward. (2007). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Plume
- Ganti, Tejaswini. (2013). Bollywood: A Guidebook to Popular Hindi Cinema (Second Edition). Routledge
- Gehlawat, Ajay and Dudrah, Rajinder. (2019). The Evolution of Song and Dance in Hindi Cinema. Routledge
- Rabinger, Michael and Hurbis-Cherrier, Mick. (2020). Directing: Film Techniques and Aesthetics (6th Edition), Routledge
- Rajadhyaksha, Ashish. (2016). Indian Cinema: A Very Short Introduction. OUP Oxford

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – I)
7th SEMESTER**

MCM722J2 MCMP_ INTERNATIONAL COMMUNICATION

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

Students will develop a comprehensive understanding of the key concepts, theories and challenges in International Communication, enabling them to critically analyse and effectively navigate the complexities of global media landscapes

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- International communication: Significance
- Brief history of international communication
- Communication and Global interactions
- Understanding Different Cultures in communication

UNIT – 2 (15 HOURS)

- Key communication theories for cross-cultural situations
- Different Cultures: Communication Interface
- Media and technology for global connections
- Ethics in cross-cultural communication

UNIT – 3 (15 HOURS)

- Media outreach across globe
- Impact of global media on cultures and societies
- Social media's role in connecting people internationally
- Challenges in media accessibility

UNIT – 4 (15 HOURS)

- International diplomacy and role of communication.
- Using communication for building positive relationships
- Real examples in global communication

TUTORIALS (2 CREDITS: 30 HOURS)

Group assignments and presentations about various aspects of International Communication.

SUGGESTED READINGS:

- Thussu, D. K. (2018). International communication: Continuity and change. Bloomsbury Publishing.
- DeFleur, M. L., & Dennis, E. E. (2018). Understanding mass communication: A liberal arts perspective. Routledge.
- Samovar, L. A., & Porter, R. E. (2010). Communication between cultures. Cengage Learning.
- Castells, M. (2010). The rise of the network society: The information age: Economy, society, and culture (Vol. 1). John Wiley & Sons
- Seib, P. (2016). Real-time diplomacy: Politics and power in the social media era. Springer.

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT – III)
7th SEMESTER**

MCM722J3 MCMP _ GRAPHIC DESIGNING

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

Students will develop understanding about graphic designing and its functions and applications, besides knowing about different softwares and techniques used to create an engaging content

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Graphic Designing: Concept and Purpose
- Evolution and Scope of Graphic Designing
- Significance of graphic design in contemporary media scenario
- Role of a Graphic Designer

UNIT – 2 (15 HOURS)

- Elements of Design: Line, Shape, Form, Space, Colours etc
- Principles of Design: Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, Proportion, Repetition
- Composition and Layout
- Qualities of a Graphic Designer

UNIT – 3 (15 HOURS)

- Importance of Visual Communication
- Skills and Techniques in Graphic Design
- Digital and interactive media design
- Visualization and Animation: An Overview

UNIT – 4 (15 HOURS)

- Adobe Photoshop
- Illustrator
- InDesign
- Prepare a business plan for an enterprise in graphic design

PRACTICAL (2 CREDITS: 30 HOURS)

Group Assignments and class presentations based on theory inputs

SUGGESTED READINGS:

- *Albers, Josef. (2013). Interaction of Colour. Yale University Press*
- *Franchi, Francesco. (2013). Designing News: Changing the World of Editorial Design and Information Graphics. Gestalten*
- *Hara, Kenya. (2014). Designing Design. Lars Muller Publishers*
- *Roberts, Lucienne & Wright, Rebecca. (2010). Design Diaries: Creative Process in Graphic Design. Laurence King Publishing*
- *Wheeler, Alina. (2012). Designing brand identity: As essential guide for the whole branding team (Fourth edition)*

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MINOR (CT) 7th SEMESTER

MCM722N MCMP _ EXPLORING HINDI CINEMA

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

To provide comprehensive understanding about growth and development of Hindi Cinema and to gain expertise in film-making.

THEORY (3 CREDITS: 45 HOURS)

UNIT – 1 (15 HOURS)

- Historical Overview and Development of Hindi Cinema
- Early period and Silent Era in Indian Cinema
- Emergence of Film Studios: New Theatres, Bombay Talkies, Imperial theatre, R.K. Studio
- The Golden Age

UNIT – 2 (15 HOURS)

- Contemporary Hindi cinema
- Themes, Representation, Gender and Identity in Hindi Cinema
- Stalwarts of Indian cinema: Satyajit Ray, Mehboob, Shyam Benegal, Guru Dutt, Raj Kapoor, Dilip Kumar
- Reference films: Raja Harishchandra, Alam Ara

UNIT – 3 (15 HOURS)

- Screenplay: Concept and Purpose
- Elements and Structure of Screenplay
- Films and Digital platforms
- Challenges and Opportunities for Hindi Cinema

TUTORIALS (1 CREDIT: 15 HOURS)

Short Films to be produced by students in groups as part of practical exercise

SUGGESTED READINGS:

- Ascher, Steven and Pincus, Edward. (2007). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Plume
- Ganti, Tejaswini. (2013). Bollywood: A Guidebook to Popular Hindi Cinema (Second Edition). Routledge
- Gehlawat, Ajay and Dudrah, Rajinder. (2019). The Evolution of Song and Dance in Hindi Cinema. Routledge
- Rabinger, Michael and Hurbis-Cherrier, Mick. (2020). Directing: Film Techniques and Aesthetics (6th Edition). Routledge
- Rajadhyaksha, Ashish. (2016). Indian Cinema: A Very Short Introduction. OUP Oxford.

MINOR (CT-1)
SIAL-1

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT - 1)
8th SEMESTER**

MCMS22J1 MCMP _ COMMUNICATION RESEARCH

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *The course aims to equip students with the skills necessary to critically evaluate communication research and to plan and execute their own research projects.*

UNIT – 1 (15 HOURS)

- Role of research in communication studies
- Exploring research process from conceptualization to dissemination
- Qualitative and quantitative research approaches
- Ethical considerations in communication research

UNIT – 2 (15 HOURS)

- Types of research designs: Exploratory, Descriptive, Experimental, And Correlational
- Sampling techniques and considerations
- Constructing research questions and hypotheses
- Data collection methods: surveys, interviews, content analysis, focus groups, etc.

UNIT – 3 (15 HOURS)

- Literature review: sourcing, reviewing, and synthesizing existing research
- Developing a research proposal
- Data analysis and interpretation
- Writing research papers and presenting results.

TUTORIALS (1 CREDIT: 15 HOURS)

- *Group work to prepare a research paper.*

SUGGESTED READINGS:

- Deacon, D., Golding, P., Green, L., & Sweeney, M. (2021). *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*. Bloomsbury Academic USA; 3rd edition. ISBN: 9781501316968
- Plooy, G. (2007). *Communication Research: Techniques, Methods, and Applications*. Juta Academic ISBN: 0702156418

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR (CT-1)
8th SEMESTER

MCMS22J1 MCMP _ COMMUNICATION RESEARCH

CREDITS: THEORY- 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *The course aims to equip students with the skills necessary to critically evaluate communication research and to plan and execute their own research projects.*

UNIT – 1 (15 HOURS)

- Role of research in communication studies
- Exploring research process from conceptualization to dissemination
- Qualitative and quantitative research approaches
- Ethical considerations in communication research

UNIT – 2 (15 HOURS)

- Types of research designs: Exploratory, Descriptive, Experimental, And Correlational
- Sampling techniques and considerations
- Constructing research questions and hypotheses
- Data collection methods: surveys, interviews, content analysis, focus groups, etc.

UNIT – 3 (15 HOURS)

- Literature review: sourcing, reviewing, and synthesizing existing research
- Developing a research proposal
- Data analysis and interpretation
- Writing research papers and presenting results.

TUTORIALS (1 CREDIT: 15 HOURS)

- *Group work to prepare a research paper.*

SUGGESTED READINGS:

- Deacon, D., Golding, P., Green, L., & Sweeney, M. (2021). *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*. Bloomsbury Academic USA; 3rd edition. ISBN: 9781501316968
- Plooy, G. (2007). *Communication Research: Techniques, Methods, and Applications*. Juta Academic ISBN: 0702156418

BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR
8th SEMESTER

MCM822J2 MCMP _ VIDEO PRODUCTION

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

To blend theoretical dialogues by hands-on activities and imaginative endeavors, students will acquire a comprehensive understanding of video production, spanning from meticulous pre production strategizing to skillful post-production editing.

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Understanding significance of video as a communication medium
- Basics of visual storytelling and narrative structures.
- Introduction to video equipment, cameras, tripods, and accessories.
- Composition and Framing Techniques.

UNIT – 2 (15 HOURS)

- Importance of lighting
- Controls for exposure, focus, and white balance.
- Three-point lighting setup and its variations.
- Types of lights. Indoor and outdoor lighting.

UNIT – 3 (15 HOURS)

- Script writing, story boarding, and short lists.
- Understanding the elements of a compelling story.
- Planning for different video genres: documentaries, interviews, narratives
- Editing techniques.

UNIT – 4 (15 HOURS)

- Role and responsibilities of production team.
- Video editing software and process.
- Copyright and fair use in video production.
- Ethical considerations in video journalism and documentary film-making

TUTORIALS (2 CREDITS: 30 HOURS)

Group Assignments related to Video Production

SUGGESTED READINGS:

- *Compesi, R., Gomez, J. (2017) Introduction to Video Production :Studio, Field, and Beyond. Taylor & Francis. ISBN:9781351784177.*
- *Diefenbach, D., Slatton, A (2019). Video Production Techniques: Theory and Practice from Concept to Screen. Taylor & Francis. ISBN:9781351051682.*
- *Donald, R. (2000). Fundamentals of Television Production. John Wiley & Sons. ISBN:0813827396.*

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR
8th SEMESTER**

MCMS22J3 MCMP _ MEDIA APPRECIATION

CREDITS: THEORY – 4, TUTORIAL: 2

COURSE LEARNING OUTCOMES:

Students will be able to produce engaging videos that demonstrate a thorough understanding of key concepts and techniques in video production

THEORY (4 CREDITS: 60 HOURS)

UNIT – 1 (15 HOURS)

- Importance of Media in society
- Different media types: print, digital, visual, audio
- Basics of media literacy and critical thinking

UNIT – 2 (15 HOURS)

- Techniques to analyse visuals (photography, film)
- Elements of visual composition: framing, lighting, colour

UNIT – 3 (15 HOURS)

- Analysing audio media (music, podcasts)
- Recognizing narrative in visual and audio media

UNIT – 4 (15 HOURS)

- Media's impact on culture, identity, trends
- Discussing media's role in social and political issues
- Ethical considerations in media consumption

TUTORIALS (2 CREDITS: 30 HOURS)

- Critiquing print media: newspapers, magazines, ads
- Assessing digital media: websites, social platforms

SUGGESTED READINGS:

- *Baran, S. J., & Davis, D. K. (2015). Mass communication theory: Foundations, ferment, and future. Cengage Learning.*
- *Messaris, P. (2014). Visual persuasion: The role of images in advertising. SAGE Publications.*

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MINOR (CT – 1)
8th SEMESTER**

MCM822N MCMP_ COMMUNICATION RESEARCH

CREDITS: THEORY – 3, TUTORIAL: 1

COURSE LEARNING OUTCOMES:

- *The course aims to equip students with the skills necessary to critically evaluate communication research and to plan and execute their own research projects.*

UNIT – 1 (15 HOURS)

- Role of research in communication studies
- Exploring research process from conceptualization to dissemination
- Qualitative and quantitative research approaches
- Ethical considerations in communication research

UNIT – 2 (15 HOURS)

- Types of research designs: Exploratory, Descriptive, Experimental, And Correlational
- Sampling techniques and considerations
- Constructing research questions and hypotheses
- Data collection methods: surveys, interviews, content analysis, focus groups, etc.

UNIT – 3 (15 HOURS)

- Literature review: sourcing, reviewing, and synthesizing existing research
- Developing a research proposal
- Data analysis and interpretation
- Writing research papers and presenting results.

TUTORIALS (1 CREDIT: 15 HOURS)

- *Group work to prepare a research paper.*

SUGGESTED READINGS:

- Deacon, D., Golding, P., Green, L., & Sweeney, M. (2021). *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*. Bloomsbury Academic USA; 3rd edition. ISBN: 9781501316968

Plooy, G. (2007). *Communication Research: Techniques, Methods, and Applications*. Juta Academic ISBN: 0702156418

**BACHELORS WITH MASS COMMUNICATION AND MULTIMEDIA PRODUCTION AS MAJOR
8th SEMESTER**

MCM822J2 MCMP_ VIDEO PRODUCTION

CREDITS: THEORY – 4, TUTORIAL : 2

COURSE LEARNING OUTCOMES:

To blend theoretical dialogues by hands-on activities and imaginative endeavors, students will acquire a comprehensive understanding of video production, spanning from meticulous pre-production strategizing to skillful post-production editing.

THEORY (4 CREDITS: 60 HOURS)