

Department of Journalism and Mass Communication

Syllabus for M A (Journalism) (New Programme)

With effect from the academic year 2019-20

Semester 1

Sr. No	Paper No.	Subject	Internal/Continuous Evaluation	External	Total Marks	Credits
1.	P 1	Introduction to Societal Issues	20	50	70	04
2.	P 2	Reporting and History of Journalism	20	50	70	04
3.	P 3	Introduction to Journalism and Print Media	20	50	70	04
4.	P 4	Computer Skills and Communication Skills (Practical)	70	00	70	04
5.	P 5 A P 5 B	Translation and Reporting Skills (Practical) OR Creative Writing and Reporting Skills (Practical)	70	00	70	04
6		Term Paper	70	00	70	02
7		Total	270	150	420	22

Semester 2

Sr. No	Paper No	Subject	Internal /Continuous Evaluation	External	Total Marks	Credits
8.	P 6	Constitution of India, Media Law and Ethics.	20	50	70	04
9.	P 7	Introduction to Advertising and Public Relations	20	50	70	04
10.	P 8	Introduction to Feature Writing and Editorial Writing	20	50	70	04
11	P 9 A P 9 B	Translation and Editing Skills (Practical) OR Feature Writing and Editing Skills (Practical)	70	00	70	04
12	P 10	Print Media Skills (Practical)	70	00	70	04
13		Project 1	70	00	70	02
14		Total	270	150	420	22

Semester 3

Sr.No	Paper No	Subject	Internal/Continuous Evaluation	External	Total Marks	Credits
13.	P 11	Communication Research	20	50	70	04
14.	P 12	Cinema Studies	20	50	70	04
15.	P 13	Knowledge of Current Affairs	20	50	70	04
16	P 14	Newspaper Writing and Production Skills (Practical)	70	00	70	04
17	P 15 A P 15 B	Art of Anchoring and Public Speaking (Practical) OR Photography and Photojournalism (Practical)	70	00	70	04
18		Project 2	70	00	70	02
19		Total	270	150	420	22

Semester 4

Sr.No	Paper No.	Subject	Internal /Continuous Evaluation	External	Total Marks	Credits
20	P 16	Women and Media	20	50	70	04
21	P 17	Development Communication and International Communication	20	50	70	04
22	P 18	Introduction to New Media and Online Journalism	20	50	70	04
23.	P19	Magazine Writing and Production Skills (Practical)	70	00	70	04
24	P 20 A P 20 B	Introduction to Graphic Design (Practical) or Skills in New Media, Online Journalism, Public Relations and Advertising, (Practical)	70	00	70	04
25	P 21	Dissertation	70	00	70	02
26		Total	270	150	420	22
27		Grand Total	1080	600	1680	88

SYLLABUS

Semester 1

Paper 1

Introduction to Societal Issues

Unit 1

Concept of nation and state, theories of the state: liberal, neoliberal, marxist, pluralist, post-colonial and feminist; concepts: justice, equality, freedom, affirmative action, power, hegemony, legitimacy, rights, human rights, democracy: types, ideologies: liberalism, socialism, marxism, fascism, gandhism, Indian and western political thought, India's freedom struggle: satyagraha, non-cooperation, civil disobedience, political system in India: salient features: democracy, election system, party system, legislature, executive, judiciary.

Unit 2

Union government administration: structure, functions, work processes, cabinet secretariat, PMO, central secretariat, ministries, departments, civil services, statutory institutions/ commissions: niti ayog, EC, CAG, FC, UPSC, NCSC, NCST, NCW, NHRC, NCM, NBCC, CVC, CBI, NPC, Lokpal; PSU; state government administration, district administration; collector, local self-government: panchayati raj, municipal government.

Unit 3

Indian society: characteristics, salient features, impact of colonial rule, social background of Indian nationalism, protests and movements during the colonial period, concepts: social stratification, equality, feudalism, hierarchy, exclusion, poverty, deprivation, social movements, collective action: revolution, protest, religion, science, secularism, revivalism, fundamentalism, kinship: family, household, marriage, patriarchy; social change: agents of social change, social reforms, land reforms, caste system: features, problems, untouchability, dalits, tribal's, class India; agrarian, middle class, working class.

Unit 4

Impact of British rule, Indian economy; features, economic development, green revolution, land reforms, agrarian relations, planning; models nehruvian, gandhian, public sector; finance ministry, reserve bank, union budget, subsidies, revenue, taxes, GST, RBI, treasury, concepts like poverty, growth, development, national income, GDP, per capita income, inflation, stagnation, price rise, unemployment, FDI, fiscal deficit, demonetisation, decentralized planning: 73rd and 74th constitutional amendments, structural reforms in 1990s: impact on Indian economy, poverty alleviation schemes, NREGS.

Reference Books:

1. Indian Polity, Governance and National Movement --- N D Arora
2. Indian Polity --- M Laxmikant
3. Magbook Indian Polity and Governance by Arihant Publication
4. Sociology of Indian Society -- Rao C. N. Shankar

5. Sociology: Basic Concepts---- H. K. Rawat
6. Indian EconomyBook--- Ramesh Singh
7. The Indian Economy Book ---Sanjiv Verma

Paper 2 Reporting and History of Journalism

Unit 1

News; definition, concept, sources, news values, type of news; political, social, cultural etc., hard, soft, predictable, unpredictable, infotainment, reporting unit; hierarchy, duties of chief reporter, stringer, etc., news report; format, parts, lead; types, structure, headlines: kinds, purpose, practical exercises in writing news reports.

Unit 2

Journalist/reporter; role and qualities, reporting; types: beat, sports, crime, politics, business, education, etc., news stories; follow up, curtain raiser, news features, developing news, breaking news, exclusive stories, scoops, interviewing for news, news agencies: functions, role; PTI, UNI, AP, UPI, AFP, Reuters.

Unit 3

Early efforts in printing, early newspapers in Europe and USA, genesis of press in India, Phase 1780-1857: missionary press, growth of regional press, press in social reform, 1857 first war of independence and press, gagging act, regional language newspapers in India (Bengali, Marathi etc), important newspapers and editors, phase 1857 to 1947, press and freedom movement.

Unit 4

Gujarati journalism; origin and development, different phases (1822-1857, 1857-1915, 1915-1947), contribution of Parsis, journalism in Saurashtra, Ahmedabad, Surat; profile of important newspapers; Mumbai Samachar, Jame Jamshed, Vartaman, Raste Goftar, Satyapraksh, Dandiyo, Navjivan, Harijan, Editors: Dadabhai Navroji, Zaverchand Meghani, Icharam Desai, Karsandas Mulji, Gandhi, Narmad.

Reference Books:

1. News writing – B.S. Goyal
2. Media management and development – Dr. Samir Kumar Singh
3. Reporting and Editing in Journalism- K. C. Sharma, Anupama Sharma Pathak
4. Mass communication in India – Keval J.kumar
5. Journalism -- M V Kamath
6. Reporting -- Yasin Dalal
7. Patrakaratvana Itihas -- Vishnu Pandya

Paper 3 Principles of Journalism and Print Media

Unit 1

Journalism: concept, principles, role, democracy and fourth estate, journalist: qualities, responsibility, types of journalism: yellow, citizen, alternative, development, tabloid, investigative, interpretive, etc., types based on beats, sports, life style, travel, fashion, etc, newspaper office: departments, hierarchy, duties, coordination between departments, news: concept, news values, sources, types: hard, soft, predictable, unpredictable, page 3.

Unit 2

Communication and mass communication; concept; models: Aristotle, Newcomb, Lasswell, Lazarsfeld, opinion leaders, news flow models; McNelly, Bass and Mowlana, 7 C's, sadharanikaran, four normative theories of press, mass media effect theories: hypodermic needle, limited effects, spiral of silence, selective exposure, perception, retention, agenda setting, gate keeping, knowledge-gap hypothesis, opinion formation, framing of news.

Unit 3

Newspaper: organizational structure, functions and hierarchy of editorial, advertising, circulation, production, printing departments, coordination between departments, procedure to launch a publication, trends in journalism; advertorials and infotainment, ownership patterns of newspapers, first and second press commissions, bodies: ABC, DAVP, RNI, INS.

Unit 4

Ministry of I&B, media units at centre and states, (DAVP, PIB, RNI, etc), media policy pertaining to press, press commissions, wage boards 1956 and 1963, committees: Palekar, Bachawat, Manisana, Majithia, Maisuma, media ownership, management, control (corporate and political interests), media monopoly, changing role of editorial department, FDI in media, professional bodies; EGI, INS, ABC, AINEC, IJU, NUJ

Reference Books:

1. Key concepts in Journalism Studies - Bob Franklin, Martin Hamer
2. Modern Journalism: Report and Writing - Diwakar Sharma
3. Modern student journalism – Barun Roy
4. Media management and development – Dr. Samir Kumar Singh
5. Mass communication in India – Keval J.kumar
6. Samuha Pratyayan -- Chandrakant Mehta

Paper 4 Computer Skills and Communication Skills (Practical)

In computer skills, students will learn Gujarati and English typing, MS Office, Coral Draw, Page Maker, Quark Express and Internet usage. There is a continual evaluation of the student's proficiency in the form of assignments and tests for a total of 35 marks.

In communication skills, students will learn verbal communication skills, specifically presentation, extempore speech, debating, anchoring, elocution skills and so on. There is a continual evaluation of the student's proficiency in the form of assignments and tests for a total of 35 marks.

Paper - 5 (A) Translation and Reporting Skills (Practical)

This paper practical training in reporting and translation. There is continuous internal assessment through assignments and tests of 70 marks. There is no external exam in this paper.

OR

Paper - 5 (B) Creative Writing and Reporting Skills (Practical)

This paper imparts practical training in reporting and creative writing. There is a continuous internal assessment through assignments and tests of 70 marks in reporting and creative writing. There is no external exam in this paper.

Term Paper

The student will prepare a term paper on a topic of relevance pertaining to communication and journalism. There will be an oral and written presentation of the term paper.

Semester Two

Paper 6 Constitution of India, Media Law and Ethics

Unit 1

Constituent assembly, Indian constitution: salient features, preamble, fundamental rights and duties, directive principles, Art 19 (1) (a) freedom of speech reasonable restrictions, vis a vis concept of privacy, Art 32 including PIL, emergency and media, theory of separation of power under constitution.

Unit 2

Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong: concept, types, trends, criminal procedure (FIR, panchnama, chargesheet, bail, summons, arrest, warrant, cognizable and non-cognizable offences), types of punishment, current trends in crime and civil wrong, crimes against humanity, state, individual, women and children, offences like obstructing public officials, public tranquillity, sedition etc.

Unit 3

Brief history of press laws in India, contempt of court, contempt of legislature, parliamentary privileges, civil and criminal defamation, official secret act vis-a-vis RTI, copyright act, obscenity, PRB act, working journalist act, cinematograph act, prasar bharati act.

Unit 4

Media responsibility, accountability, code of conduct for journalists, PCI Act, media trial, fair trial, subjudice, privacy, sting operation, protection of sources, reporting of sexual crimes and communal violence, codes for advertising and public relations, regulatory bodies: PCI, ASCI.

Reference Books:

1. Constitutional System in India: Continuity and Changes - Prof. H. G. Pant
2. Media laws and Indian constitution – Kundra S.
3. Indian Constitutional Documents. - Kanaiyalal Maneklal Munshi
4. Fundamental rights and constitutional Amendment - Dr. L. M. Singhvi
5. Mass media and Democracy - Nayyar Shamsi
6. Media Ethics and Laws - Naval Prabhakar, Narendra Basu
7. Patrakaratvana Kayada -- Vishnu Pandya

Paper 7

Introduction to Advertising and Public Relations

Unit 1

Advertising: concept, objectives, types, role, function, criticism, benefits, advertising vis a vis communication, persuasion, marketing, marketing mix, propaganda, publicity, personal selling, sales promotion, public relations and advertising models: AIDA, DAGMAR, DRIP, Ehrenberg, VIPS checklist, DMP model, PLC, Maslow hierarchy of needs.

Unit 2

Making of an ad; from creative brief to media scheduling, creative strategies; appeal, USP, brand image, positioning, personality, approaches/execution styles, advertising copy: types, headlines, text, and slogans, trademark, visualization: illustrations, colour, graphics and layout, advertising agency: structure, functions of departments, advertising campaign planning; market research, consumer behaviour, product analysis, media strategy, case studies in advertising, advertising awards.

Unit 3

Public Relations: philosophy, concept, functions, misconceptions, PR vs. communication, public opinion, persuasion, propaganda, publicity, liaison, lobbying, spin, corporate communication, PRO: qualities, responsibilities, PR tools: news letter, house journal, brochure, posters, annual reports, corporate films, advertisements, press conference, grapevine, special events, speaking engagements, event etc, PR: types: media relations, employee relations, marketing PR; financial PR;; community PR; tools and strategies.

Unit 4

PR campaign planning; process and steps (case studies) PR during crisis/disaster management, PR in central, state government, writing for PR: press release, features, speech, background material, citizen charter, digital PR: need, methods, tools: social networks, online videos, content sharing, blogs, special-interest communities, RSS feeds, digital bazaar- Aegis Media, Publicis Groupe, measurement and monitoring methods, Integrating traditional PR with social media-web 2.0.

Reference Books:

1. Journalism , advertisement and public relations - Shailendra Sengar
2. Introduction to advertising and public relations - Shipra Kundra
3. Advertising and public relations research - Jugenheimer
4. The practice of public relations - Wilfred Howard
5. Fundamentals of advertising public relations - Dhruv Sabarwal

Paper -8 Introduction to Editing, Feature Writing and Editorial Writing**Unit 1**

Editing; concept, guiding principles, process, news copy: types and sources, news room; hierarchy, functions of the staff; editor, news editor, chief sub-editor, etc., news day, preparation of pages, news flow and co-ordination, symbols: editing and proof reading, editing of special pages, concept of design and layout: elements, types, use of photos and graphics, practical exercises in editing and layout.

Unit 2

Feature: concept, objectives, difference between feature and essay, news report, editorial; types of features: timeless features news feature, columns, how to, first person, vox pop, backgrounder, photo feature, travelogues, lifestyle, interviews, personality sketch, reviews, agony aunt, string of pearls, process of feature writing: idea generation, data collection, data processing, writing, feature: structure lead, use of pictures and graphics

Unit 3

Editorials: concept, objectives, language, types, style, language, edit page, content, layout, process of editorial writing, letters to the editor, Op Ed page, significance and content.

Unit 4

Practical exercises in editing, feature writing and editorial writing

Reference Books:

1. Editing -- Bruce Westley
2. Editing --- MJS Geoge
3. Mass Communication in India --Keval J Kumar
4. Lekh Lakhvani Kala -- Kumarpal Desai
5. Sampadan na Siddanti -- Vishnu Pandya

Paper 9**Print Media Skills (Practical)**

This segment consists of practical work in reporting, editing, feature and editorial writing and production a lab newspaper consisting of a total of 70 marks. There is no external exam in this paper.

Paper 10 (A)**Translation and Editing Skills (Practical)**

This is a practical paper imparting practical knowledge to students in translation and editing. There will be a continuous internal assessment of 70 marks based on assignments and tests. There is no external exam in this paper.

OR

Paper 10 (B)**Feature Writing and Editing Skills (Practical)**

This is a practical paper imparting practical knowledge to students in feature writing and editing. There will be a continuous internal assessment of 70 marks based on assignments and tests. There is no external exam in this paper.

Semester 3**Paper 11****Communication Research****Unit 1**

Research: social science and mass communication research; concept, objectives, types, characteristics, method and methodology, reasoning: deductive and inductive, approaches (quantitative and qualitative), steps in research: topic selection, research questions and hypothesis, literature review, objectives, variables, research design, sampling, data collection, analysis and interpretation, concepts; reliability, validity.

Unit 2

Qualitative research method – field observations, focus groups, in-depth interviews, case studies; quantitative method: survey, descriptive survey, analytical survey, content analysis – definitions, steps, sampling: types probability and non probability, sample size, sampling error.

Unit 3

Introduction to statistics – basic statistical procedure; descriptive statistics: central tendencies, mean, median, mode, frequency distribution, inferential statistics: co-efficient of correlation, standard deviation, tests of significance (T-test, Anova).

Unit 4

Application of media research: print media (circulation studies, etc) electronic media (TRPs,) advertising (pre testing, post testing) public relations, internet, writing of research proposal/research report/thesis, ethics in research.

Reference Books:

1. Communication research - John and Sandy Hutcheson
2. Research methodology – Dr. A.K. Phophalia
3. Mass media research – Roger D. Wimmer, Joseph R. Dominick
4. Communication research – a half century appraisal - Danial Lerner

Paper - 12

Cinema Studies

Unit 1

Cinema; language, development from Lumiere to present day, how to read films, major film movements; Italian neo-realism, French New Wave, German Expressionism, Dogme 95, Japanese cinema, Third world cinema, Hollywood, film theories: marxist, feminist, structuralist, psychoanalyst, post colonial, realist, auteur, ideological, film criticism, appreciation, review, film genres.

Unit 2

Indian cinema: silent era, classic era, golden era, new wave, mainstream, art, parallel, milestones, important films and their directors: Phalke, Satyajit Ray, Raj Kapoor, Gurudutt, Shyam Benegal, Mrinal Sen etc regional cinema: Bengali, Tamil, Telugu, Malayalam, Marathi and Gujarati.

Unit 3

Pre production: idea to script, story board, screenplay, shooting and editing schedules, Production: production team: structure and function, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, reflectors, sound, technical terms, post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.

Unit 4

Government policy pertaining to cinema, committees: Khosla, Patil, Cinematograph Act, CBFC, NFAI, FD, FTII, CFS, IFFI, film clubs, film festivals, short movies, documentaries, certification, marketing, distribution, branding, merchandising, rights and promotion, film festivals, film society, film awards.

Reference Books:

1. Beginning Film Studies - Andrew Dix
2. Film studies : The Basics - Amy Villarejo
3. Film Studies : The Essential Introduction - Sarah Casey Benyahia, Freddie Gaffney
4. Film Art and Introduction - David Bordwell, Kristin Thompson
5. What is Cinema? - Andre Barin, Hugh Gray, Jean Renoir
6. Key Concept in Cinema Studies - Susan Huyward

Paper - 13

Knowledge of Current Affairs

Unit-1 to Unit 4

The syllabus in these units will consist of topics pertaining to news, current affairs and trends that occurred during the time period of the semester. Specifically developments in the field of politics, economics, culture, as also issues pertaining to terrorism, globalization, women, dalits, migration, etc., will be discussed. The class room sessions will be interactive and will consist of quiz,

Semester - 4

Paper -16

Women and Media

Unit 1

Women's studies: theoretical approaches; radical, marxist, socialist, liberal, concepts: feminism, patriarchy, gender equality, equity, parity, discrimination, empowerment, different waves: status of women in India: from ancient to modern, contribution of personalities: Raja Rammohan Roy, Phule, Ranade, Vidyasagar, Swami Dayanand Saraswati, Periyar, Vivekananda etc, social movements in India; Brahma samaj, Arya Samaj etc.

Unit 2

Women's movements in India, ministry of women and child welfare, organizations, NCW, boards, legal perspective: regarding dowry, sexual assault, harassment, representation of women, sati, domestic violence, socioeconomic indicators of women's development, women's rights as human rights, efforts by UN in women's issues.

Unit 3

Terms: marginalization, exclusion, trivialization, legitimization, internalisation, objectification, globalisation and representation of women in advertisements; content analysis, discourse analysis, semiotics, structuralism, marxian, foucaultian approaches, concepts; sex role stereotype, sexual object and subject, femininity, feminine beauty, male gaze, body image.

Unit 4

Representation in television serials: domestic sphere, women in journalism; work culture, soft stories to hard journalism, glass ceiling, representation in films: dichotomy of roles, women centric films, representation in women's magazines and men's lifestyle magazines. pornography, impact of women's portrayal on society and gender relations.

Reference Books:

1. Gender Challenge - Bina Agarwal
2. Gender Inequality And Women's Empowerment - D. Pulla Rao
3. Gender Concern in South Asia.- Manjat Bhatia, Deepli Bhanot, Nirmalaya Samanta.

Paper - 17

Development Communication and International Communication

Unit -1

Development; concept, measurement, theories and paradigms (unilinear and non unilinear), characteristics of developing countries, problems of underdevelopment, millennium development goals. Development communication: concept, definition, philosophy (purposive, positive, pragmatic), strategies, role of media, need and resources, case studies.

Unit 2

Development support communication: genesis, agricultural development: shifting emphasis, extension, system approach, diffusion of innovation: key to extension, models, panchayati raj, case studies on communication support to agriculture (radio rural forums, krishi darshan, school –on –the –air of AIR, SITE). DSC; in population control, health and health behaviour, environment, education (types of) and literacy, new challenges.

Unit 3

Communication as a human right, UNO's universal declaration of human rights, international news agencies, growth and development of satellite communication, information super highway, telecommunication tariffs, international intellectual property rights.

International communication: concept, definition, historical dimension, information as wealth and power, information rich west, information poverty in the underdeveloped countries, cultural and media imperialism.

Unit 4

Concept of free flow of information, imbalance; origin, concept, debate, New World Information and Communication Order (NWICO): demand for, debates and development, nomenclature, free flow ideas, UNESCO's efforts in removal imbalance in news flow.

MacBride commission report, NWICO: character and content, India and NWICO, non –aligned news pool: role, working, success, failure, Inter-Governmental agencies, International Programme for development communication (IPDC) international telecommunication and regulatory organisation.

Reference Books:

1. Information technology and development communication -Brijnath Singh
2. International communication –a reader edited by - Daya Kishan Thussu
3. International communication (volume-1) edited by- Daya Kishan Thussu
4. International media communication in a global age -Sourabha Verma
5. Development communication and journalism - Dr Subhesh chand Sharma

Paper - 18

Introduction to New Media and Online Journalism

Unit 1

Internet: concept, history, development and growth, new media: concept, definition, characteristics, advantages, new media and mass media, knowledge society, public sphere, community media, participatory communication and media, keywords, SEO, permalink (URL), meta tags, analytics.

Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, optimization, types, facebook, twitter, youtube, google plus, linkedin, pinterest, quora, whats app, instagram, fake news and photos on social media: impact and precautions.

Unit 2

Blogging: web 2.0, definition, concept, origins, modernisation, types, community and cataloging, blog search engines, blogging communities, blog content strategy, blog audience, blogging in India, video blogging, social blogging, micro blogging, defamation, liability, employment, content writing for blogging. Social networking: features, types, emerging trends, future, power and value, mobile social networking, URL shortners, measuring, social media performance, e-mail marketing, livestreaming, content writing for social networking.

Unit 3

Online Journalism: definition, characteristics, changing landscape: newspapers and broadcast outlets on the web, online tools to manage text : links, photos, maps, audio, video, viral content, online journalism in india, e-Governance. Citizen journalism: definition, concept, history, citizen journalists, citizen media, criticism, immediacy, interactivity, universality feature of online journalism, political dangers, personal safety.

Unit 4

Online Reporting: news blog, blogosphere, website, hypertext, multimedia, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news; usage and impact in politics, economic and social forum (case studies), e-journalist; challenges, e- books, e- publishing, content writing for online reporting. Ethics in online journalism: obscenity, piracy, copyright, libel, cyber crimes and cyber law, national ICT policy act 2000, MLM online scam, email scam. copyleft and open source, fake news, privacy, plagiarism, porn, cyber bully, net war, cyber terrorism, cyber conflicts, frauds hacking.

Reference Books:

1. Cyber media journalism – Jagadish Chakravarthy
2. Social media marketing – Paul Martin , Thomas Ericson
3. New media – Anna Everett
4. Social media: - a critical introduction - Christian Fuchs.
5. Digital media and weblog journalism - Arvind Kumar
6. Online journalism:a basic text - Tapas Roy
7. Digital broadcasting journalism author:- Jitendra Kumar Sharma
8. Digital media – T.K. Ganesh

Paper - 19

Magazine Writing and Production Skills (Practical)

This segment consists of practical work in writing and production of magazines. Students will be given assignment and test in writing, editing and production of a magazine which will be evaluated out of 70 marks. There is no external exam in this paper.

Paper - 20 (A)**Introduction to Graphic Design (Practical)**

This paper consists of practical work in graphic design. There is a continuous internal evaluation of tests and assignments of a total of 70 marks. There is no external exam in this paper. The following topics will be covered:

Introduction to design, elements, colour theory, principles, typography, shaping, lettering, logo, illustration, graphic designing; software and tools

Portfolio creation and optimization, image layout and effects, photoshop, coral draw and illustrator, digital publishing,

OR

Paper- 20 (B)**Skills in New Media, Online Journalism, Public Relations and Advertising (Practical)**

This paper consists of practical work in new media, public relations and advertising. Students are given assignments and tests for a continuous evaluation of 70 marks. There is no external exam in this paper.

Exercises in the following: preparing a news blog, an audio blog, a video blog, facebook page, YouTube channel, online magazine, content writing for social networking.

Exercises in the following: preparing a house journal, notice board, brochures, press release, press briefing and press conference, organising an event,

Exercises in online journalism

Exercises in writing advertising copy, preparing of advertisements in print, radio and TV medium.

Dissertation

The student will write a dissertation on a research topic under the guidance of a faculty. There is an internal assessment consisting of oral and written presentation (35 marks each) for a total of 70 marks. There is no external exam in this paper.