

Veer Narmad South Gujarat University, Surat

B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-22-Major Course- Credit-4

Digital Media And AI Technologies

Unit 1

1. Introduction to Digital Marketing
2. Difference between Traditional and Digital Marketing
3. Importance of Digital Marketing in the Modern Era
4. Organic vs. Paid Marketing

Unit 2

1. Overview of SEO, SEM, PPC, Influencer Marketing, and Email Marketing
2. Social Media Platforms: Facebook, Instagram, YouTube, LinkedIn, Twitter, WhatsApp
3. Key Metrics and Analytics: Google Analytics, A/B Testing, Heatmap, UTM Parameters, Tracking Code.
4. Website, Landing Pages, Blogging and Guest Blogging.

Unit 3

1. Basics of AI, ML, AR, VR
2. Tools: ChatGPT, DALL·E – Introduction and Practical Usage
3. AI in Content Generation: Text (e.g., Captions, blogs, emails) and Image
4. Ethical Considerations in AI-driven Marketing

Unit 4

1. Tools: Wordpress, MailChimp, Hubspot, Zoho, Google Page Speed, GTMetrix, SEO Site Check-up , Responsive Checker
2. Case studies

Reference Books

- Fundamentals of digital marketing Punit Singh Bhatia Pearson education
- Digital marketing vibrant publishers
- Digital marketing for beginners V. Venkata Krishna nation press
- Social media marketing essential Dr. Kavita Kamath vibrant publishers


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P-23-Major Course- Credit-4

Advertising

Unit 1

1. Advertising: concept, objectives, types, role, function
2. Features of Advertising, Importance of Advertising , Role of advertising in Society
- 3. Advertising Media : Print, Electronic, Outdoor, Web, Radio, Television, New Media
4. Copy Writing for Print Media, Electronic Media

Unit 2

1. Advertising models: AIDA, DAGMAR, Maslow hierarchy of needs, Media Planning, Media channels (traditional and digital)
2. Advertising Campaigns and Strategies, USP, Appeal, Brand Image Etc.
3. Developing an advertising campaign, Target audience analysis, Campaign budgeting and scheduling
4. Product Analysis , Consumer Analysis, Market Analysis

Unit 3

1. Marketing Concept: marketing, propaganda, publicity
2. Marketing mix, 4 Ps Concepts, 7 Ps Concept
3. Integrated marketing communications
4. The psychological effects of advertising

Unit 4

1. Advertising Body: ASCI, IAAA, ISA Etc.
2. Case study analysis of notable campaigns and their strategies.
3. Advertising Ethics and Regulation
- 4. Ethical issues in advertising.

Reference Books:

- Foundation Of Advertising: Theory And Practice KC Sethiya Himalaya Publishing House
- Advertising Management Rajiv Batra Pearson Education
- Handbook Of Public Relations In India D S Mehta Allied Publishers Private Limited
- Public Relations: Principals And Practices Iqbal S Sachdeva Oxford University Press
- Effective Public Relations And Media Strategy CB Narsimha Reddy P H I Learning Private Limited


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P-24-Major Course- Credit-4

OTT Platforms: An Introduction

Unit 1

1. Definition and concept of OTT platforms.
2. History and evolution of OTT services. OTT and its presence in India
3. How OTT differs from traditional broadcast and cable TV.
4. Overview of global OTT players (Netflix, Amazon Prime, Disney+, etc.)

Unit 2

1. Business Models of OTT Platforms
2. Revenue Models in OTT: Subscription Video on Demand (SVOD) Advertisement Video on Demand (AVOD) Transactional Video on Demand (TVOD)
3. OTT and the Global Media Landscape
4. Local vs. Global Content, Regional OTT Platforms

Unit 3

1. Regulatory and Ethical Issues in OTT
2. Content Regulation, Government Regulation and Policy
3. DMCRC, IAMA, DCCC, Future Challenges
4. Case Study on OTT Ethical Issues

Unit 4

1. Direct to consumers from content originators ,Video Streaming Protocols
2. Class Room Practice Major Streaming Services In India

Reference Books:

- The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production Nithin Kalorth IGI global publishers
- The Complete Roadmap To Launching An OTT Platform & Monetizing It! Prakash Malayalam
- Over The Top: How The Internet Is (Slowly But Surely) Changing The Television Industry
- OTT Platforms & Digital Media Dr. Tarun Chauhan Dr. Deepak Sonkar Ishaan arts and production


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P-25A-Minor Course- Credit-4

Science Journalism

Unit 1

1. Introduction to Science Journalism
2. Definition and scope of science journalism
3. The role of science journalism in society
4. Challenges faced by science journalists

Unit 2

1. Basic concepts of science: physics, chemistry, biology
2. History of science journalism in India
3. Data analysis and interpretation
4. Case study of Romar pilae and bio petrol-diesel

Unit 3

1. News writing for science, Feature writing for science
2. Writing for different Platforms (print, online, broadcast)
3. Science writing styles and techniques
4. India's science institute: ISRO, DRDO Etc.

Unit 4

1. Fact-checking and verification
2. Sourcing information from credible sources
3. Legal and ethical considerations in reporting scientific research
4. Case studies of influential science journalists and their work

Reference Books:

- Science Journalism: An Introduction M W. Angler Routledge Publication
- The Elements of Journalism Bill Kovach crown publication
- विज्ञान पत्रकारिता, डॉ मनोज पटेरिया, वाणी प्रकाशन
- विज्ञान पत्रकारिता के मूल सिद्धांत संपादक: डॉ शिव गोपाल मिश्र तक्षशिला प्रकाशन


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P-25B-Minor Course- Credit-4

Drone Journalism

Unit 1

1. Introduction to Drone Journalism, History and evolution of drone journalism
2. Types of drones and their components
3. The rise of drones in media, Careers in drone journalism
4. The impact of drones on traditional journalism: shifting paradigms.

Unit 2

1. Regulatory Framework in India,
2. Directorate General of Civil Aviation (DGCA) regulations
3. Permissions and licensing for drone operations, FAA
4. Privacy laws and ethical considerations

Unit 3

1. Utilizing drones for investigative reporting
2. Challenges and limitations of drone-assisted investigations
3. Impact on human rights, conflicts, and sensitive events (e.g., protests, crime scenes).
4. Drone Journalism in Urban and Rural Contexts

Unit 4

1. Early use cases: War zones, disaster areas, and environmental reporting.
2. Prominent Indian examples: Flood coverage, crime reporting, urban development.
3. DGCA, Global Drone Laws, Drone Journalism in TV and Online Media
4. Drones for Live Reporting and Broadcast Journalism

Reference Books:

- ड्रोन पत्रकारिता प्रभु झींगरन पिलग्रिम्स पब्लिकेशन
- Drones And Journalism Chamberlain Philip Routledge Publication


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P-26- AEC Course - Credit-2

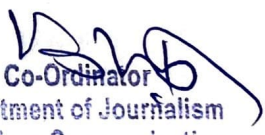
Language for Media Production (Practical)

Unit 1

1. Script Writing For Films & Television shows
2. Scripts Writing For FM Radio Programs
3. Writing for advertisements
4. Writing for documentaries

Unit 2

1. Voiceover and narration techniques in Indian languages.
2. Language and tone in audio-visual media.
3. Language adaptation for regional audiences.
4. Storytelling in media content.


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Semester -4

(Effective From- 2024-25)

P-27- SEC Course- Credit-2

Language and Communication for Social Media (Practical)

Unit 1

1. Importance of language in social media
2. Content Creation for Social Media: Writing for social media: tone, style, and format
3. Visual content creation: images, videos, and graphics, Storytelling techniques for social media
4. Social Media Strategy and Planning: Developing a social media strategy, Content calendars and scheduling, Target audience analysis

Unit 2

1. Social Media Tools and Platforms: Platform-specific strategies (Facebook, Twitter, Instagram, etc.) Emerging social media platforms and trends
2. Engagement and Interaction: Techniques for increasing engagement, Community management and interaction, Responding to comments and messages
3. Project Work and Presentations: Developing a social media campaign, Executing and monitoring the campaign, Final project presentations and peer reviews.



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P-28- VAC Course- Credit-2

Bhartiya Gyan Parampara

Unit 1

1. **Stories based on value education in Indian Tradition:** Truth and realisation: The story of Nachiketa (Kathopanishad)
2. **Dharma and Oneness:** The Story of Yudhishtir and Yaksha (Mahabharat)
3. **Selflessness and Sacrifice:** The story of King Shibi (Vishnu Puran)
4. **Detachment and Wisdom:** The story of King Janaka and sage
5. Yajnavalkya (Brihadaranyakopanishad)

Unit 2

A.

1. **Six Treasures:** Shama (Inner tranquility of mind), Dama (Alignment between mind and senses), Uparati (Interest to do work), Titiksha (Forbearance), Vairagya (Detachment), Viveka (Conscience)
2. **Six Enemies:** Kama (Desire/lust), Krodha (Anger), Lobha (Greed), Moha (Attachment), Mada (Ego), Matsarya (Jealousy) Chief characteristic features of Dharma and eight major types
3. **Characteristics of Dharma:** Dhruti (Patience), Kshama (Forgiveness), Dama (Self-Control), Asteya (Honesty), Shaucha (Sanctity), Indriyanigraha (Control of senses), Dhi (Reason), Vidya (Knowledge or learning), Satyam (Truth), Akrodh (Void of anger)
4. **Types of Dharma:** Swadharma (Duty to self), Parivarik Dharma (Duty for family), Samaj Dharma (Duty for society), Rashtra Dharma (Duty for the State), Samshti Dharma (Duty for Community), Yuga Dharma (Duty for Contemporary time), Apad Dharma (Duty at the time of adversity), Rutam (Duty to Natural Order)

B.

- ❖ नाभिषेको न संस्कारः सिंहस्य क्रियते वने । विक्रमार्जितराज्यस्य स्वयमेव मृगेंद्रता ॥
- ❖ विद्या विवादाय धनं मदाय शक्तिः परेषां परिपीडनाय । खलस्य साधोः विपरीतमेतद् ज्ञानाय दानाय च रक्षणाय ॥
- ❖ अतितृष्णा न कर्तव्या तृष्णां नैव परित्यजेत् । शनैः शनैश्च भोक्तव्यं स्वयं वित्तमुपार्जितम् ॥
- ❖ साहित्य-संगीत कलाविहीनः साक्षात्पशुः पुच्छविषाणहीनः । तृणं न खादन्नपि जीवमानः तद्भागधेयं परमं पशूनाम् ॥
- ❖ सुखस्य मूलं धर्मः । धर्मस्य मूलमर्थः । अर्थस्य मूलं राज्यम् । राज्यस्य मूलम् इन्द्रियजयः । इन्द्रियजयस्य मूलं विनयः । विनयस्य मूलं वृद्धोपसेवः । वृद्धोपसेवया विज्ञानम् । विज्ञानेन आत्मानं संपादयेत् । संपादितात्मा जितात्मा भवति । जितात्मा सर्वार्थः संयुज्येत ॥

Reference Books:

1. S. Vivekananda, The six virtues in Hinduism Ramkrishna ashram, Rupa Publications.
2. S. Sivananda, Shad Sampat: The six divine Qualities, The divine life society.
3. Vardaraja, Subhashita Ratna Kosha.
4. એ. પ્રજાપતિ, સુભાષિત રત્નાવલી, પાર્થ બ્લીકેશન.
5. Adi Shankaracharya, Vivekchudamani, Advaita Ashram Pub.
6. S. Shivananda, the Upanishads, the Divine life society, 2011.
7. સ્વામી શિવાનંદ, ઉપનિષદોની કહાણીઓ ડિવાઈન લાઈફ સોસાયટી.
8. સી.એલ. મહેતા. ઉપનિષદ કથાઓ અને જ્ઞાન, ગુજરાત ગ્રંથ નિર્માણ બોર્ડ, ૨૦૦૦.
9. સ્વામી વિવેકાનંદ, ધર્મના લક્ષણ, રામક્રિષ્ણ આશ્રમ, ગુજરાત.
10. કવિ નર્મદ, ધર્મના લક્ષણ, નર્મદ સાહિત્ય મંડળ ૨૦૧૦.
11. કે.બી. શર્મા, ધર્મના આઠ પ્રકાર-પ્રાચીન સિદ્ધાંતો, ગુજરાતી ગ્રંથ નિર્માણ બોર્ડ.
12. M. Desai shad Ripus: Path of Self Mastery, Gujarati Granth Nirman Board.
13. રતિલાલ નાયક, ઉપનિષદની અમૃત કથાઓ. શબ્દલોક પ્રકાશન, ૨૦૧૨.
14. S. Ramkrishnananda, Six Enemies of the Mind: The root Causes of all Sufforing, Ramkrishna, Mission, 2009.


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