

**Programme : B.A. Journalism and Mass Communication (CBCS)**

**Semester –V**

<b>Code of the Course/Subject</b>	<b>Title of the Course/Subject</b>	<b>Total Numbers of Periods</b>	<b>Maximum Marks -100</b>
<b>5 JMC – I</b>	<b>Social Media(DSC - 20) / Paper -1</b>	<b>80</b>	<b>Theory 60 + MCQs 20 = 80 Marks. SEM(Internal) 20 Marks.</b>

**Course Outcomes: After the completion of the course students would be able to:-**

1. Identify and explain the major social media platforms, their features, and their target audiences.
2. Capable of formulating effective social media strategies for individuals, organizations, or businesses.
3. To know the legal and ethical issues related to social media use, including privacy concerns and intellectual property rights.
4. Understand Developing skills in managing online communities and responding to user interactions.
5. Promoting responsible and ethical use of social media as part of digital citizenship.

<b>Units</b>	<b>Content</b>	<b>Periods</b>
<b>Unit - I</b>	Evolution and scope of Social Media. Different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites. Ownership of Social Media platforms.	<b>16</b>
<b>Unit - II</b>	Social Media as a tool of Journalism, Social Media-Use, Misuse and Abuse, How to deal with Social Media. Limitation of Social Media, Armchair Activism etc.	<b>16</b>
<b>Unit - III</b>	Interactive Features of Social Media. Convergent of Technology, Reporting Through Social Media. Social Media Blogger, Websites, Online Web Pages and Newspaper. Limitation of Social Media, Negative Effect on society.	<b>16</b>
<b>Unit - IV</b>	Impact of Social Media an Indian Society, Social, Political and Economic Development Through Social Media, Social Media: Voice to Once Less, Legal Perspective of Social Media, People Related to Social Media..	<b>17</b>
<b>SEM</b>	1) Differentiate the types of social media and write a blog on any subject given by teacher. 2) Discuss the positive and negative effects of social media on society..	<b>15</b>
<b>SEM Outcomes</b>	1) Students will be able to write a blog and explain the types of social media. 2. Students will be able to know the positive and negative effects of social media.	

**Suggested Readings:**

1. The Social Media Bible: Tactics, tools and strategies for Business Success – Lon Safko
2. The Social Media Handbook for Journalists – Jeremy Caplan
3. Social Media for Journalists: Principles and Practice – Megan Knight and Clare Cook
4. Social Media: how to engage, share and connect- Regina Luttrell and Michael L. Kent
5. The Social Media Strategist: Build a Successful Program from the inside out – Christopher Barger

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<b>5 JMC – 2</b>	<b>Media Management (DSC - 21) / Paper -II</b>	<b>80</b>	<b>Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.</b>

**Course Outcomes:** After the completion of the course students would be able to:-

1. Understand the basic structure and importance of management in media houses.
2. Know the ethical issues in the current media scenario.
3. Identify the role and importance of various department in media organization.
4. Know the importance of various government agencies related to media houses .
5. To work in various media departments.

<b>Units</b>	<b>Content</b>	<b>Periods</b>
<b>Unit - I</b>	Starting of a Media: Media Organization and Management. Principles of Media Business, Divisions, Operations. Types of Media Organizations in India.	<b>16</b>
<b>Unit - II</b>	Media Ownership: Types of Media ownership in India. Circulation and Promotion. Media Marketing.	<b>16</b>
<b>Unit - III</b>	Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems. News Agencies. Global competition on Indian Media. Organizational structure of Radio and Television in India.	<b>16</b>
<b>Unit - IV</b>	Govt. Agencies- Press Information Bureau (PIB), D.A.V.P., N.F.D.C. Media Marketing- Techniques/ News Trends Media and Branding Important Media Houses in India	<b>17</b>
<b>SEM</b>	1) Visit to the local press and discuss the problems of small scale newspapers. 2) Observe the circulation system of newspaper from packaging to the doorstep of readers	<b>15</b>
<b>SEM Outcomes</b>	1) Students are able to discuss the issues of print media and newspapers. 2) Students got the knowledge of operating system of circulation department.	

**Suggested Readings:**

1. Newspaper Management: Mehara
2. Newspaper Organization and Management: Rucjer & Williams
3. Newspaper Economics and Management: Sindhawani
4. Newspaper Organization and Management: Hernert Williams
5. Media and Communication Management: C. S. Rayadu
6. Electronic media Management: Mocavatt & Pringle
7. A Indian Press- Profession to Industry: Bhattacharya

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<b>5 JMC – 3</b>	<b>Media Law and Ethics (DSC - 22) / Paper -III</b>	<b>80</b>	<b>Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.</b>

**Course Outcomes:** After the completion of the course students would be able to:-

1. Understand the basic legal concepts and press laws.
2. Know the ethical issues in the current media scenario.
3. Identify ethical issues faced by the media and discuss trends in commercialization of news.
4. Discuss the various media laws and their implication on conduct of media.
5. Analyze the issues of media regulation in India.

<b>Units</b>	<b>Content</b>	<b>Periods</b>
<b>Unit - I</b>	Indian Constitution and Freedom of Speech and Expression Defamation Contempt of Legislature, Privilege (s), etc.	<b>16</b>
<b>Unit - II</b>	Right to Information Contempt of Court Press and Registration of Books Act 1967 Censorship, Media Freedom- Issues	<b>16</b>
<b>Unit - III</b>	Copy Right Act 1957 Press Council Act 1978 Press Council of India- Functions, etc. PrasarBharati Act 1990, Cable T.V., Networks (Regulations) Act 1995, Information Technology Act 2000	<b>17</b>
<b>Unit - IV</b>	Issues of Media Ethics Invasion of Privacy, Obscenity, etc. Code of Ethics, Ethics in Advertising Press Ombudsman	<b>16</b>
<b>SEM</b>	1) Understanding the various sections of CRPC and IPC related to the media. 2) Learning the procedure of RTI.	<b>15</b>
<b>SEM Outcomes</b>	1) Students get the basic knowledge of laws which are important while working in the media sector. 2) Students will be able to put RTI for particular information regarding various issues and subjects.	

**Suggested Readings:**

1. The Indian Media Business: VanitaKohli
2. Media Ethics: K.M. Srivastava
3. Media Monoliths: Mark Tungat
4. Laws of Press in India: Justice DurgadasBasu
5. Report of the Second Press Commission in India
6. Press and Press Laws in India: H.P. Ghosh

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<b>5JMC – 4</b>	<b>Introduction to New Media (DSC - 23) / Paper -IV</b>	<b>80</b>	<b>Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.</b>

**Course Outcomes:** After the completion of the course students would be able to:-

1. Examine Cyber journalism as a newly emerging reality its implications, strengths and weakness.
2. Gets the knowledge of basic skills required for internet reporting and editing.
3. Understand the structure HTML and Web publishing.
4. Gain the knowledge of news portal, web journals and social media.
5. Got the information about new media, e-magazines and basics of internet.

<b>Units</b>	<b>Content</b>	<b>Periods</b>
<b>Unit - I</b>	New Media- Definition, Nature and Scope New Media as a Medium of Journalism Emerging trends in New Media including Blogging, etc.	<b>16</b>
<b>Unit - II</b>	Cyber Media- Basics Cyber space, Information Super Highway Cyber Journalism- Basics New Media- Comparison with Print, Radio, and T.V. medium	<b>16</b>
<b>Unit - III</b>	Writing for New Media- Basics Presentation, Layout of web newspapers/ magazines HTML- Basic structure, Scripts- head and body sections Web publishing- tools and applications	<b>16</b>
<b>Unit - IV</b>	Introduction- Important Indian news portals E-magazines, Web journals New Media (Social Media Network- Face book, Twitter, YouTube,LinkedIn, etc.) Socio-cultural impact of New Media	<b>17</b>
<b>SEM</b>	1. Write a blog on any subject you like. 2. Create a YouTube channel on any subject.	<b>15</b>
<b>SEM Outcomes</b>	1. Students will be able to write a blog in various subjects. 2. They will create their own YouTube Channel.	

**Suggested Readings:**

1. The Social Media Bible: Tactics, tools and strategies for Business Success – Lon Safko
2. Social Media for Journalists: Principles and Practice – Megan Knight and Clare Cook
3. Social Media: how to engage, share and connect- Regina Luttrell and Michael L. Kent
4. The Social Media Strategist: Build a Successful Program from the inside out – Christopher Barger
5. We the Media: Grassroots Journalism by the people for the people – Dan Gillmor
6. Digital Literacy – Paul Glistner
7. The New Digital Storytelling: Creating Narratives with New Media – Bryan Alexander

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**Semester - V**

<b>Code of the Course/Subject</b>	<b>Title of the Course/Subject</b>	<b>Total Numbers of Periods</b>	<b>Maximum Marks -50</b>
<b>5 JMC – V</b>	<b>Photo Journalism (DSE - I) / Paper -V</b>	<b>40</b>	<b>Theory 30 + MCQs 10 = 40 Marks. SEM (Internal) 10 Marks.</b>

**Course Outcomes:** After the completion of the course students would be able to:-

1. Understand the principles of photography.
2. Gained the knowledge of photography for journalistic purpose both in print and electronic media.
3. Describe the fundamental concepts of the medium of photography.
4. Understand the technical knowledge and use of equipment used for photography.
5. Develop the projects indulging art, vision and perception in the various types of photography.

<b>Units</b>	<b>Content</b>	<b>Periods</b>
<b>Unit - I</b>	Photography, elements and principles, visual language, meaning, photographer's jargon; composition of photography, subject and light.	<b>08</b>
<b>Unit - II</b>	Photographic equipment, cameras, types, formats, lens, their types and functions, film, types and functions, accessories	<b>08</b>
<b>Unit - III</b>	Shots, focus, shutter, speed, selection of subject, different types of photographs, action, photo editing, procedure, pictures for newspapers and magazines, developing photographers' manual and computerized photography.	<b>08</b>
<b>Unit - IV</b>	Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts, war, political and social photography. News values for pictures, photo-essays, photo features; qualities essential for photo journalism; picture magazines, color photography; impact of technology.	<b>08</b>
<b>SEM</b>	1) Organize photography exhibition and competition of the students. 2) Suggest some subject to create photo features.	<b>08</b>
<b>SEM Outcomes</b>	1) Students will be competent to organize any art exhibition and competition. 2) Students can write script for photos and illustrations.	

**Suggested Readings:**

1. Basic Photography–Newness
2. The Hamlyn Basic Guide to Photography – Hamlyn
3. History of Photography – G.R. Cyernshem
4. Photo Journalism – Rothsteline
5. Techniques of Photo Journalism – Milten Feinberg
6. Photo Journalism Manual – Bergin
7. Picture Editing – Stanley E. Kalish and Clifton C. Edom

**Semester -VI**

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -50
5 JMC – V	<b>SPORTS JOURNALISM (DSE - I) / Paper -V</b>	<b>40</b>	<b>Theory30 + MCQs 10 = 40 Marks. SEM (Internal) 10 Marks.</b>

**Course Outcomes: After the completion of the course students would be able to:-**

1. Gets complete knowledge of various sports.
2. Differentiate the functions of various sports organization.
3. Organized various sports events.
4. Cover the reporting of any sports events.
5. Select the career in sports field.

Units	Content	Periods
<b>Unit - I</b>	<b>1. Defining Sports Journalism 2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games 3. Sports Authority of India (SAI), its importance in the promotion and management of sports 4. News Sources for Sports Journalism.</b>	<b>08</b>
<b>Unit - II</b>	<b>1. News Values and Ethics for Sports Reporting and Writing 2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story 3. Sports Photography: Equipment, Editing, Publishing and Uploading 4. Editing and Use of Info-graphics, Layout of Sports News</b>	<b>08</b>
<b>Unit - III</b>	<b>1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling. Pre, During and Post Event Issues 2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media 3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), 4. Indian Premier League (IPL), Indian Hockey League (IHL)</b>	<b>08</b>
<b>Unit - IV</b>	<b>1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles 2. New Trends in Sports Journalism: E-magazines and Blogs 3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports 4. Future of Sports Journalism and Career Opportunities</b>	<b>08</b>
<b>SEM</b>	<b>1. Organize any sports event and distribute the works of organization and reporting among students. 2. Assigned students to report various sports events in your city.</b>	<b>08</b>
<b>SEM Outcomes</b>	<b>1. Students will be able to work as a sports man, sports reporter and well organizer. 2. Students will get complete practical knowledge in the field of sports.</b>	

**Suggested Readings:**

1. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

### Semester - V

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks 50
5 JMC – 6	Field photography (DSE - I) / Practical	40	Internal 25+ External 25

#### List of practical experiments –

1	<b>Photo Composition Exercise:</b> Students will take a series of photographs focusing on the elements and principles of composition (rule of thirds, leading lines, balance, contrast, etc.). Each student will present their best shots along with an explanation of the visual language and principles applied.
2	<b>Equipment Familiarization and Usage::</b> Students will conduct a hands-on demonstration of different types of photographic equipment. They will show the use of various cameras, lenses, and accessories, explaining their functions and best use cases. This will include practical exercises in setting up and adjusting equipment for different shooting scenarios.
3	<b>Photo Editing Assignment:</b> Students will capture a series of action photographs and then edit these photos using software like Adobe Photoshop. They will perform tasks such as cropping, adjusting exposure, color correction, and enhancing details. The final edited photos will be submitted along with a step-by-step documentation of the editing process.
4	<b>Thematic Photo Essay:</b> Students will create a photo essay on a chosen theme (e.g., wildlife, sports, political events, social issues). This project will involve capturing a coherent series of images that tell a story or convey a message. The essay will be presented as a slideshow or printed portfolio, with captions and a narrative description
5	<b>News Photography Assignment:</b> Students will attend a local event or cover a newsworthy situation, capturing images that have strong news value. They will then write captions for each photo and compile them into a photo feature suitable for a newspaper or magazine. This will include an evaluation of the newsworthiness and impact of their images.

These practical examination points will give students a comprehensive understanding of photojournalism, from technical skills and equipment handling to creative expression and editorial judgment.

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**Semester - V**

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<b>5 JMC – 6</b>	<b>Sports Journalism (DSE - I) / Practical</b>	<b>40</b>	<b>Internal 25+ External 25</b>

**List of practical experiments – Maximum Marks – Internal 25+ External 25 = 50 Total**

<b>1</b>	<b>Report on International Sports Organizations:</b> Students will prepare a comprehensive report on one of the major international sports organizations (e.g., FIFA, ICC, IOC). The report should cover the organization's history, structure, major events, and its role in global sports. This will include a written report and an oral presentation.
<b>2</b>	<b>Writing Various Types of Sports Stories:</b> Students will be assigned to write different types of sports stories such as a feature article, an interview with a sports personality, an advanced story on a sports trend, and a game story. Each type should demonstrate the appropriate techniques and adherence to news values and ethics.
<b>3</b>	<b>Event Management Project:</b> Students will plan, organize, and present a mock sports event, addressing pre-event, during-event, and post-event issues. This will include creating a management plan, promotional materials, and a post-event report. The project should highlight the coordination and control aspects of sports management.
<b>4</b>	<b>Source Compilation and Verification:</b> Students will compile a list of reliable news sources for sports journalism, including contacts from sports authorities, clubs, leagues, and international organizations. They will then verify the accuracy and credibility of these sources by cross-referencing information from multiple sources.
<b>5</b>	<b>Sports Photography Assignment:</b> Students will attend a live sports event and take photographs capturing key moments. They will then edit these photos, selecting the best ones for publication, and prepare captions and a photo essay. This assignment will be assessed on the quality of photographs, editing skills, and the ability to tell a story through images.

These practical examination points will provide students with hands-on experience in various aspects of sports journalism, from reporting and writing to management and multimedia production.

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**Semester - VI**



Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -100
6 JMC – 1	Development Communication (DSC - 24) / Paper -1	80	Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.

**Course Outcomes:** After the completion of the course students would be able to:-

1. Understand the concepts, theories and paradigm of development journalism.
2. Develop the concept and approach towards development communication.
3. Got the knowledge of development issues and the specific role played by the media in development communication.
4. Understood the aspects of social environment, panchayat raj and areas of development etc.
5. Discuss on social, cultural and economic barriers to development communication and the use of media and inter personal communication.

Units	Content	Periods
Unit - I	Concept of development; development indicators, approaches to development; dilemmas of development; development policy, development planning.	16
Unit - II	Development journalism, concept, relevance; development communication, meaning, strategies in development communication, dominant paradigm, its critique.	16
Unit - III	. Social cultural and economic barriers to development communication approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context.	17
Unit - IV	Creation of development messages, language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation – case studies in Indian context.	16
SEM	1) Visit to any development project and write a detailed report on the same. 2) Create a developmental message about the social environment.	15
SEM Outcomes	1) Students are able to write a detailed report on an educational visit to some particular development project regarding city, state or national. 2) Students will be able to create a messages about social environment.	

#### Suggested Readings:

1. Communication for development in third world–Srinivas R. Melkata
2. India's information revolution – M. Rogers and Ana AravindSinghlal.
3. Design and development message–Bella Modi.
4. Development commercial –Uma Navula.
5. Interdependent development –Naoold Brookfield.
6. Definition of innovations – Everest MRoger.
7. Folk media for development – N. UshaRani.
- 8 विकासपत्रकारिता – राधेशामशर्मा.

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**Semester - VI**

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -100
6JMC – 2	Media and Society (DSC - 25) / Paper -II	80	Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.

**Course Outcomes:** After the completion of the course students would be able to:-

1. Students get the knowledge of relation between media and society.
2. Students could develop an understanding of how media operates within the societal contexts and explore the functions of mass media in the society.
3. Understand the importance of media literacy.
4. Students are able to write and discuss on the issues related to media, culture and society.
5. Students are able to recognize the impact of mass media on culture and society.

Units	Content	Periods
<b>Unit - I</b>	Relationship between Media and Society Role and Importance of Media in Indian Society Media and Societal/ Community Development	<b>16</b>
<b>Unit - II</b>	Media Literacy Impact of Media on Children and Youth Media and Gender Issues Media and Rural Society	<b>17</b>
<b>Unit - III</b>	Media and Violence Media and Development of Scientific Temperament Media, Democracy and Secularism	<b>16</b>
<b>Unit - IV</b>	Media Accountability Truth and Media, Ethical Issues Media and Civil Society, Citizen Journalism Popular culture and Media	<b>16</b>
<b>SEM</b>	1) Organize a media literacy campaign. 2) Organize a survey on the impact of media society.	<b>15</b>
<b>SEM Outcomes</b>	1) Students are able to organize a campaign on awareness about media literacy. 2) Students are able to carry out, compare, and discuss a survey to know the impact of mass media on our society.	

**Suggested Readings:**

1. Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press, 2013: Henry Jenkins, Sam Ford & Joshua Green
2. Mass Communication: Principles and Concepts, CBS Publisher, 2010: Seema Hasan
3. Mass Media and Society: Issues and Challenges, Akansha, 2007: K. B. Data
4. Understanding Culture's Influence on Behavior, Richard.W. Brislin, Harcourt College Publishers, 2000
5. मानवीहक्क आणि प्रसारमाध्यमे – डॉ. कुमारबोबडे.
- 6 प्रसारमाध्यमे आणि समाज – डॉ. सुधीर भटकर, डॉ. विनोद निताळे, डॉ. गोपीसोरडे.

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**Semester -VI**

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -100
6 JMC – 3	Indian Political Environment (DSC - 26) / Paper -III	80	Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.

**Course Outcomes:** After the completion of the course students would be able to:-

1. Gets complete knowledge of political systems in India.
2. Compare the working and agenda of different parties.
3. Describe the working of Central and State government and policies of ruling parties.
4. Identify the problems between Central and State related issues.
5. Analyze the problems of electoral system at the time of election.

Units	Content	Periods
Unit - I	Understanding the Politics and Political environment, Government Making, Working of Federalism, Issues in governance of state and central levels of state autonomy in India, Politics at the district level, Panchayati Raj, Elections and governance.	17
Unit - II	Nature of Party system: Study of the major national parties and some of the more important regional parties and their social bases.	16
Unit - III	Effects of fragmentation of parties on the information and working of governments at the center and the states, study of government state & central	16
Unit - IV	The electoral system, Process, stresses and strains, secularism and communalism in India. Problems and trends. Central-State relations and reports on central-state relation	16
SEM	1) Visit the office of any political party and write a report. 2) Write a report on electoral system of local government body.	15
SEM Outcomes	1) Students are able to visit any political party within the region and discuss with the personals to write a detailed report. 2) Students would write a report and carry out a discussion on electoral systems of local governing body.	

**Suggested Readings::**

1. India through the Ages, Publication Division: Madan Gopal
2. Political Issues: Muchkund Dubey
3. International Politics: PrakashChander
4. An Introduction to political communication: Brain McNair
5. Political communication in a new era: Across national perspective – GadiWolfsfeld, Philippe J. Maarek

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -100
6 JMC – 4	National and International Affairs (DSE - 2) / Paper -IV	80	Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.

**Course Outcomes:** After the completion of the course students would be able to:-

1. Students get the clear understanding of India's foreign policy and its relations with the neighboring countries.
2. Explain the knowledge about the structures and the functions of the foreign offices and importance of international relations.
3. Student will be able to recognize the role and importance of UN and UNESCO.
4. Students can interpret the information of Human Rights and politics of Globalization

Units	Content	Periods
Unit - I	<b>Global Communication: Historical Perspective:</b> The Great North – South Divide. Domination of Transnational news agencies Demand for NWICO & MacBride Commission Global communication & culture	16
Unit - II	<b>Struggle for Balance of Information Flows:</b> India's Foreign Policy India and SAARC India and UN Role of UN & UNESCO in bridging the gap between north and south	17
Unit - III	<b>India and Major Concerns:</b> Rapid Urbanization Food Self-Sufficiency Criminalization of Politics Naxalism	16
Unit - IV	<b>Global Issues:</b> Terrorism and anti-terror measures Human Rights Issues Gender Issues	16
SEM	1) Gather the information of Indian foreign policy with Pakistan 2) Discussion on issues of human rights and terrorism in India.	15
SEM Outcomes	1) Students are able to illustrate and discuss the information of Indian foreign policy with neighboring country Pakistan. 2) Students can easily analyze the importance of human rights issues associated with terrorism in India	

**Suggested Readings:**

1. Human Rights Gender and Environment, Vina Books: TapanBiswal
2. Indian and Nepal, Konark Publisher: Prof. S.D. Muni
3. India through the Ages, Publication Division: Madan Gopal
4. Political Issues: Muchkund Dubey
5. International Politics: PrakashChander

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -100
6 JMC – 4	EVENT MANAGEMENT (DSE- 2) / Paper -V	80	Theory 60 + MCQs 20 = 80 Marks. SEM (Internal) 20 Marks.

**Course Outcomes:** After the completion of the course students would be able to:-

1. Widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution.
2. Understand managerial / organizational situations in terms of processes such as planning, organizing, staffing, leading and controlling
3. Describe organizational structure and functionalities of an event management company
4. Explain the process of organizing an event
5. Utilize knowledge gained to assess and evaluate an event.

Units	Content	Periods
Unit - I	<b>Event and Event Management:</b> 1. Event: Definition and Types 2. Event as a Communication and Marketing tool 3. Event Management: Definition and Elements 4. 5C's of Event Management	16
Unit - II	<b>Event Management Organization:</b> 1. Organizational Structure of an Event Management company 2. Event Management Personnel: Role and Responsibility 3. Account Planners and Liaising 4. Business Operations and Accounting	16
Unit - III	<b>Event Management Process:</b> 1. Event Proposal Planning: Licenses, Permissions and Legalities 2. Event Budget, Covering Cost and Methods of Revenue Generation 3. Event Promotion: Tools and Media Coordination 4. Risk Management and Insurance.	17
Unit - IV	<b>Evaluation, Assessment &amp; Trends:</b> 1. Evaluation and Impact Assessment: Concept, Techniques and Application 2. Monitoring and Controlling the Event 3. Emerging Trends in Event Management 4. Careers in Event Management	16
SEM	1. Organize any event in your college and distribute the work of event among students. 2. Assign students to make a proposal of any event, included budget, promotional literature, media publicity etc.	15
SEM Outcomes	1. Students will be able to organize any event in various field. 2. Students will be able to prepare plan, budget for any event.	

**Suggested Readings:**

1. Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan& Distributors.
2. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
3. Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
4. K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
5. K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
6. Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.
7. www.wodonga.vic.gov.au/Event\_management\_planning\_guide
8. [www.eventmanagement.com/planning](http://www.eventmanagement.com/planning)

**Programme : B.A. Journalism and Mass Communication (CBCS)**

**Semester -VI**

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods	Maximum Marks -50
6 JMC – 5	Communication Research (DSC - 27) Paper -V	40	Theory 30 + MCQs 10 = 40 Marks. SEM (Internal) 10 Marks.

**Course Outcomes:** After the completion of the course students would be able to:-

1. Students inculcate the knowledge of research and its importance in media sector.
2. Understand the scope and techniques of communication research and their utility for the society.
3. Students would be able to explain the process of research and conduct research methodology on any assigned topic.
4. Students are able to criticize the previous conducted research and give new dimensions to the existing research.
5. Students are determined to carry out comparative study of various researches conducted on various topics.

Units	Content	Periods
Unit - I	<b>Communication Research</b> Communication research: Meaning & Concept Communication research: Role and function Scope and importance of communication research Method of Communication and media research	08
Unit - II	<b>Research: Process &amp; Design</b> Research Process – the steps involved Research Design – Meaning and different types Sampling – Selecting a sample, types of sampling – Probability and Non- Probability Hypothesis	08
Unit - III	<b>Data Collection</b> Primary and Secondary data Observation method Interview method Collection of data through questionnaire Collection of data through schedule	08
Unit - IV	<b>Data Analysis and Report Writing</b> Writing research report: parts of a report, steps involved. Processing of data –classification & tabulation Analysis and interpretation of data	08
SEM	1) Organize survey on any topic related to media. 2) Analyze and compare the content of two newspapers.	08
SEM Outcomes	1) Students are able to perform and organize survey on any topic related to media. 2) Students are able to categorize, compare and analyze the content given in two different newspapers	

**Suggested Readings:**

1. Research Methodology: Methods and Techniques, WishwaParkashan, New Delhi: C.R. Kothari
2. Research in Mass Media, Radha Publications, New Delhi: S.R. Sharma & Anil Chaturvedi
3. Research Methodology, Mangal Deep Publications: G.R. Basotia& K.K. Sharma
4. Research Methodology in Social Science, Himalaya Publishing House, Mumbai: Sadhu Singh
5. Research Methodology, Raj Publishing House, Jaipur: Dr. S. Munjal
6. सामाजिकसंशोधनपद्धती – डॉ.पु.ल. भांडारकर.
7. शास्त्रीयसंशोधनपद्धती –डॉ. बी.एम.कन्हाड

**Programme : B.A. Journalism and Mass Communication (CBCS)**

**Semester - VI**

<b>Code of the Course/Subject</b>	<b>Title of the Course/Subject</b>	<b>Total Numbers of Periods</b>	<b>Maximum Marks 50</b>
<b>6 JMC – 6</b>	<b>Research Project (DSC - 28) / Practical</b>	<b>40</b>	<b>Internal 25+ External 25</b>

**Practical Examination -**

Every Student will be assigned a project and it will be pursued by him/ her under the supervision of an internal supervisor. The Project Report (in 2 copies) will be submitted by the student at least two weeks prior to the date of the commencement of the Term-End Examination for the Final Year. The Project Report shall carry 30 marks and shall be evaluated by an Internal & External Examiner.

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**Dr.Kumar Bobade**  
**Chairman,**  
**Ad hoc Committee, Mass Communication**  
**Sant Gadgebaba Amravati University, Amravati.**